**Martin County Open Studio Tour**

**March 2nd & 3rd, 2024**

**Sponsorship Proposal**

***Who we are:* Martin Artisans Guild**

**A Florida 501 c(3) non-profit**

**The Martin Artisans Guild was created to nurture the production of fine art and craft, increase awareness of local art, facilitate development and networking among working artists and create marketing venues for our members.**

**·         To promote Martin County, Florida as an art center.**

**·         To provide opportunity for artists to exhibit original work to the public.**

**·         To develop a sense of shared community and support among artists.**

**·         To foster the concept that success for one artist benefits all artists.**

**·         To present Artists' Open Studios as a venue for purchasing art.**

**One of our main events: THE MARTIN COUNTY OPEN STUDIO TOUR**

The Martin County Open Studio Tour event provides an opportunity for local artists and crafts people to reach a broad audience, to educate our community and ultimately to develop new markets. During the Tour events, the general public is invited to view the artists’ studios and experience their creative environments.

The Martin County Open Studio event welcomes the general public rather than a specific group. **There is NO fee to attend the Martin County Open Studio Tour.**

**The economic benefits of Open Studio events to the community**: The Martin County Open Studio Tour attracts people from outside the community in addition to local residents. The event generates income for artists and for local businesses, restaurants and hotels. Visitors see work in many disciplines across a diverse range of media and style.

**Revenue:** Revenue to support the countywide open studios program comes from two sources: the artist application fee, and private and corporate sponsors. This is the 8th year for the Martin County Open Studio Tour, and we anticipate that over 8,000 visitors will attend the event this year. We have seen significant growth each year and people are becoming more excited with each new tour.

**Community Impact:**Visitors will see a wide variety of work and become personally informed about art and craft processes, materials, and the creative spirit. The public is educated to become patrons of the arts in their own way.

**Media channels proposed to market the 2024 Tour:**

1. Full Color Tour Guide Booklet: Over 8,000 copies distributed at local businesses throughout Stuart, Palm City, Jensen Beach, Hobe Sound, Tequesta and Sewall’s Point. Sponsor ads will be placed within the Tour booklet.

2. 4-color Flyers posted throughout the towns promoting the tour

3. Print advertising in local newspapers and magazines, banners on prominent regional arts and event websites – Hobe Sound Magazine, Martin Arts Council, Stuart Magazine

4. Press releases to regional magazines, regional/local newspapers, the Stuart News, Martin County News, Palm Beach Post, Martin County Times, Hometown News, Discover Martin County and local Chambers of Commerce

5. Listing on community sites and calendars including Stuart Magazine, Martin County Tourism, Martin County Arts Council, TheArtGuide.com.

6. e-newsletter sent directly to over 1200 people in the weeks leading up to the tour

7. Fan page on Facebook <https://www.facebook.com/MCOST2020>

8. MCOST website: <https://martinartisansguild.org/> sponsors listed on Sponsor page

9. Bright-colored Tour signs throughout the tour area

12. Videos for our website with listings of our supporters, banner ads, radio interviews on local stations, additional posters and signage, along with a Preview Art Exhibition.

Please support the Martin County Open Studio Tour this year. Your gift sparks opportunities and engages thousands to participate in the arts in Martin County, Florida. It’s good for your community, and good for your business. And best of all, it is a lot of fun for everyone.

Sponsorship Opportunities start at $125 and can be found on our website at **https://mcost.org/sponsorship-packages**

**Contact Information**

**Martin County Open Studio Tour Sponsorship Levels**

**Rembrandt $1000\* - Full page:**

5.5”wide x 10” tall

* Ad in Tour Booklet
* Logo & Link on Website
* Sponsor Listing on sponsor thank you banner at Pre-Event Exhibit/reception

\*Premium Placement: Back Cover $2,000, Inside Back Cover $1,500, Centerfold Flaps $1,250

**Van Gogh $550 - Half Page:**

5.5”wide x 4.875”tall

* Ad in Tour Booklet
* Logo & Link on Website
* Sponsor Listing on sponsor thank you banner at Pre-Event Exhibit/reception

**Picasso $375 - Third page:**

5.5” wide x 3.25” tall

* Ad in Tour Booklet
* Logo & Link on Website
* Sponsor Listing on sponsor thank you banner at Pre-Event Exhibit/reception

**Monet $300 - Quarter page:**

2.625”wide x 4.875” tall

* Ad in Tour Booklet
* Logo & Link on Website
* Sponsor Listing on sponsor thank you banner at Pre-Event Exhibit/reception

**Warhol $200 - Sixth of a page:**

2.625”wide x 3.25” tall

* Ad in Tour Booklet
* Logo & Link on Website
* Sponsor Listing on sponsor thank you banner at Pre-Event Exhibit/reception

**Peter Max $125 - eighth of a page:**

2.625”wide x 2.16” tall

* Ad in Tour Booklet
* Logo & Link on Website
* Sponsor Listing on sponsor thank you banner at Pre-Event Exhibit/reception

**Martin Artisan $25.00 – Listing on the teachers/artists page**

Technical Ad notes: Prefer 300 dpi resolution at 100% size in jpg, pdf or eps formats

**Sponsorship/Advertising Contract Information**

Name/Company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City, State, Zip \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Size ad \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Ad cost $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Paid date \_\_\_\_\_\_\_\_\_\_\_\_\_Ad Supplied \_\_\_\_\_Needs to be created\_\_\_\_\_

Signature of Sponsor Advertiser \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Credit Card #\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Expiration \_\_\_\_\_\_\_\_\_\_\_\_\_

Security code #\_\_\_\_\_\_\_\_\_\_\_\_\_Zip Code\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Or mail check and contract to:

 Martin Artisans Guild 3746 SE Ocean Blvd, Stuart, FL 34996

Send to Jane Lawton Baldridge at **gosail@bellsouth.net** with **2024 Tour Ad in subject**, or call 910-233-0860

**Deadline for ad materials NOON Friday, October 13th**

**Rembrandt $1000 - Full page:** 5.5”wide x 10” tall

**Van Gogh $550 - Half Page:** 5.5”wide x 4.875”tall

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