



Boulder County Plein Air Festival

June 1-8, 2024

You are invited!

Please consider becoming a sponsor for Open Studios' upcoming 2024 Boulder County Plein Air Festival. The Boulder County Plein Air Festival brings top-level artists from across the U.S.A. to our area to create paintings of Boulder County's landscapes, cityscapes and mountain vistas. It is a celebration of the beauty of nature, interwoven with a narrative about the nature, art and concerns for the environment.

This year's festival, June 1st through 8th, features a variety of activities and events across the county. It culminates with an exhibit of art created during the week at the historic Niwot Feed Store Gallery. Thirty competition artists will be painting in cities, mountain towns and on open space throughout the week.

Community support is vital to make this event a success. As a sponsor, your name and logo will be prominently displayed throughout the event, and you will also be featured in our promotional materials. [Sponsor one of the following awards and your name or company name will be printed on the award ribbon](#) displayed with the winning artwork and seen by 2,000+ art patrons at the festival exhibit. These prestigious awards are as follows:

Best in Show: \$1000	Best Flatirons Image: \$300
1st Place: \$750	Best Image of Historic Niwot: \$300
2nd Place: \$500	Best Nocturne: \$300
3rd Place: \$250	Honorable Mention: (2 at \$100 each)

Your Sponsorship will help us

- **Reach** a large, engaged audience of 2,000+ through the Festival, bringing together talented artists and the community in one of the most beautiful places in the world, Boulder Count.
- **Generate** positive publicity and media coverage for your brand through our promotion of the event, both locally and nationally.
- **Ensure** a positive return on your investment for your brand through our event's success and our commitment to providing an enjoyable experience for all attendees.

We are confident that our festival will be a positive experience for all involved while showing appreciation for our vibrant art community and the beauty of our surroundings.

Thank you for your consideration. Don't hesitate to contact us for additional information or with your questions. Email: pleinair@openstudios.org | Call: 303-748-9132

Your sponsorship/donation is tax deductible, Open Studios is a registered 501-c-3 charitable organization, EIN 84-1305449.

Boulder County Plein Air Festival Team
Lindsay Jane Ternes, Chair

SPONSORSHIP PACKAGES

OPEN STUDIOS 2024 SEASON SPONSOR: \$50,000

This package includes:

- **Premium Logo placement on facility signage and event signage and in online and print advertising that promotes each of six Open Studios' programs throughout the year. [See more information below the Plein Air Festival Sponsors' package.]**

PLEIN AIR FESTIVAL SPONSOR LEVELS

Option 1: Title Sponsor - \$5,000

This package includes:

- Premium Logo and brand placement on event signage, print materials, and press releases
- Title sponsorship recognition at opening and closing events
- Full-Page ad in the festival program
- Logo recognition as a major sponsor on Open Studios website and plein air events webpage
- Marketing material placement in artists' registration bags
- Four invitations to our exclusive plein air VIP event on June 5th
- "First look" early viewing and shopping preceding the Festival Art Opening Reception

Option 2: Prominent Sponsor - \$3,000

This package includes:

- Logo placement on event signage, print materials, and press releases
- Recognition at opening and closing events
- Half-Page ad in the festival program
- Logo recognition as a major sponsor on Open Studios website and plein air events webpage
- Marketing material placement in artists' registration bags
- Four invitations to our exclusive plein air VIP event on June 5th
- "First look" early viewing and shopping preceding the Festival Art Opening Reception

Option 3: Supporting Sponsor - \$1,500

This package includes:

- Logo placement on event signage, print materials, and press releases
- Recognition at opening and closing events
- Quarter-Page ad in the festival program
- Logo recognition on Open Studios' plein air events webpage
- Marketing material placement in artists' registration bags
- Two invitations to our exclusive plein air VIP event on June 5th
- "First look" early viewing and shopping preceding the Festival Art Opening Reception

Option 4: Purchase Award - \$500-\$800

This package includes:

- Logo placement on event signage, print materials, and press releases
- Recognition at opening and closing events
- Marketing material placement in artists' registration bags
- Two invitations to our exclusive plein air VIP event on June 5th
- "First Look" early viewing and shopping preceding the Festival Art Opening Reception

Option 5: Supporting Sponsor - \$50-\$500

This package includes:

- Logo placement on event signage, print materials, and press releases
- Recognition at the opening and closing events
- Logo recognition on Open Studios' plein air events page
- Marketing material placement in artists' registration bags
- Two invitations to our exclusive plein air VIP event on June 5th
- "First Look" early viewing and shopping preceding the Festival Art Opening Reception

Other ways to support

- Make an art related in-kind donation for the registration bags
- Make an angel donation of your choice

OPEN STUDIOS COMPLETE 2024 SEASON SPONSOR: \$50,000

This package includes:

- **Premium Logo and brand placement on facility and event signage, in program guides and other printed materials, in online and print advertising that promotes EACH OF THE FOLLOWING OPEN STUDIOS' SIX PROGRAMS throughout the calendar year, and MORE.**
 - **The Open Studios Tour:** A three-weekend, self-guided tour of 175 artists' studios across Boulder County, attended by 8,000+ art lovers each year, 1,600+ of whom travel to Boulder County from outside the area to attend this event.
 - **Boulder County Plein Air Festival:** A June event that attracts competing artists from across the country, and up 2,000 art lovers and art collectors from Boulder County and beyond. ENJOY THE SPONSOR BENEFITS OF THE \$5000 PLEIN AIR TITLE SPONSOR PROGRAM.
 - **Mobile Art Lab:** An outreach program that provides activities for hundreds of families at public festivals and events throughout the year, in addition to art activities in neighborhoods and various locations around the county that take the joy of creativity to underserved community members.
 - **EdLinks:** A school arts program that provides artists in residence and teaching artists for approximately 1000 students in BVSD and SVVSD.
 - **Retail Galleries:** Open Studios operates two permanent retail galleries in the city of Boulder, attracting hundreds of art patrons each year. Season Sponsors are recognized on gallery signage, and on gallery advertising.
 - **Membership Program:** A membership program that provides exhibit and sales opportunities, business training, and other benefits for over 230 professional Boulder County artists each year.
- To receive a full listing of the sponsorship recognition for our 2024 SEASON SPONSOR, contact us: info@openstudios.org, or call Executive Director Mary Horrocks @ 303-748-9132.



Boulder County
Plein Air
Festival
June
1-8
2024



Open Studios, Inc.
P.O. Box 45
Boulder, CO 80306
Openstudios.org/boulder-plein-air-fest