

Sponsorship Opportunity

The South Valley Art Tour is now a free community art event that features professional artists and arts organizations throughout Tulare County.

We invite the public into creative workspaces for a behind-the-scenes experience. For two days, guests travel to a wide range of studios. Due to the growth of the tour we are now featuring the Southern and Northern regions of Tulare County on alternating years.

Community members navigate between each stop by using the FREE keepsake passport booklet. The passport provides all the information, maps and directions needed to access the studios and artists.

You have the opportunity to put your marketing directly in the hands of every passport holder at an extremely reasonable rate.

As you can see below, there are plenty of options for you to choose from. Use these passes yourself, or give them away as gifts to customers and patrons. This event is definitely not one to be missed. Tourists spend two days traveling the county, so they appreciate help finding a meal. Featured "Pit Stop" restaurants get a special deal, including a full page ad and their location(s) plotted on the tourists' event map. Those who choose this option often use the advertisement as a coupon for tourists who visit their location during the tour.



SPONSORSHIP OPPORTUNITY DEADLINE: JANUARY 17TH 2024

1. Full 2-Page Spread at Middle Binding: \$1000

- ONLY ONE AVAILABLE
- The Passport naturally opens to these pages.
- Prime location!

2. Full Page Inside Front or Inside Back Cover: \$750

- ONLY TWO AVAILABLE

3. "Pit Stop" Restaurant Advertisement: \$500

- Includes a full page ad
- Also includes location(s) plotted on event map for guests.
- Please include location(s) address for map.

4. Full Page Interior: \$400

5. 1/2 Page Interior: \$200

6. 1/4 Page Interior: \$100

What our event offers the community:

- Tulare County's widest spanning arts event.
- A behind-the-scenes look at where art is made.
- Open doors encourage open minds.

Ad Specifications:

AD / Print Specifications

High resolution PDF (175 lpi/2400 dpi) files created using PDF-X1a settings are required.
No film will be accepted.

Complimentary Graphic Design Service

Each sponsorship purchased includes the graphic design of an ad, up to 1 hour. Anything above 1 hour will be charged at \$60/hour on a 1/4 hour basis.

No WORD or PUBLISHER files can be accepted.

All art must be CMYK
(no RGB files accepted)
All fonts must be embedded or converted to paths or font substitution will occur.
No spot colors are accepted.
Photos must be a minimum of 300 dpi at their original size.

For full bleed ads

Bleed is required on all sides. Keep all live matter 1" from trim and crop marks need to be set at least 1/4" from the trim so they are outside the bleed area.

Pre-Press Guidelines for Production

We accept digital files created in: Adobe Acrobat.

Send press ready artwork and/or materials to:
hello@artsconsortium.org

E-mail subject line:
"S.V.A.T. ad"



Dimensions

Full page - 5.5" x 8.5" (+ .25" bleed)
1/2 page - 8" x 2.25" (Horiz) or 3.75" x 5" (Vert)
1/4 page - 2.25" x 3.75"

Fonts & Graphics Required

Include all screen and printer fonts or convert your type to outlines. Include all placed files, i.e., EPS files, TIFFS, PICTs and Photoshop documents. Scanned images for 4-color process printing must be scanned at a resolution of 300 dpi. Scanned line art and type, even if they are in color, must be scanned at 1200 dpi.

PC Warning

PC face types/fonts don't always work well with Mac systems. Please convert all type to outlines, curves, or paths.

YES!

Please Reserve My Space In The 2024 South Valley Art Tour Passport!

BUSINESS NAME: _____

CONTACT PERSON/TITLE: _____

MAILING ADDRESS: _____

CITY, STATE, ZIP CODE: _____

TELEPHONE NUMBER: _____ EMAIL: _____

Payment Methods:

I HAVE ENCLOSED:

\$ _____

PLEASE INVOICE ME FOR:

\$ _____

PLEASE CHARGE MY CREDIT CARD:

\$ _____

Credit Card Payment:

Payment Amount: \$ _____

Cardholder Name: _____

Billing Zip: _____

Card#: _____

Sec #: _____ Exp. Date: _____

Deadline: January 17th 2024 RESERVE TODAY!

Contact: hello@artsconsortium.org

Payment & Sponsorship Agreement

The undersigned sponsor agrees to supply Arts Consortium press ready artwork and/or materials.

The undersigned sponsor agrees to pay the Arts Consortium at the sponsorship rate of \$_____.

The sponsorship/advertisement will appear in the 2024 issue of the Arts Consortium's South Valley Art Tour Passport booklet.

All payment shall be made payable to: ARTS CONSORTIUM. For more information, e-mail hello@artsconsortium.org
Money paid to the Arts Consortium is NON-REFUNDABLE.

It is the sole responsibility of the sponsor to provide press ready artwork and/or ad materials no later than 11:59 p.m. on January 17, 2024. By signing this agreement, the sponsor acknowledges that they have read, understand, and agree to all terms, conditions and items that are contained on the front and back of this agreement and that they have retained their own copy of this agreement.

Sponsor Signature: _____ Date: _____

Arts Consortium Representative: _____ Date: _____



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