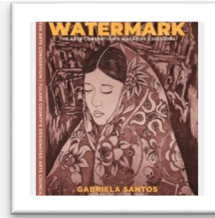
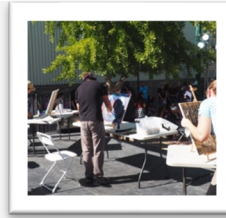


The Arts Consortium presents

TASTE THE ARTS

Downtown Visalia

OCTOBER 19 2024



MARKETING OPPORTUNITIES

Extended Deadline: August 14, 2024

&

WATERMARK 2024-2025 magazine

Taste The Arts is an annual festival organized by the Arts Consortium. This event invites all community members to “taste,” “sample,” and “dig” into the many vibrant forms of art that have been grown and cultivated right here in our own Valley. We invite you to support this free and unique festival that is a growing signature arts event for the Valley.

The *Watermark* magazine is the Arts Consortium’s annual publication. This art magazine highlights the Arts Consortium’s Artist of the Year, annual Watermark Art Contest winner, Artist Spotlight, Cultural Directory, Poetry Out Loud, and many more Tulare County art happenings. This publication is shared county wide with different organizations and businesses.

Below we list and describe our sponsor levels & benefits for our annual Taste The Arts Festival and the *Watermark* magazine.

SUPPORT LEVELS & BENEFITS

★ PRESENTING PARTNER

\$10,000 (1-Available)

- ▶ Recognition as presenting partner on event poster
- ▶ Presenting Partner recognition and logo in all marketing materials
- ▶ **Full page** premium ad in the *Watermark* magazine inside back cover
- ▶ Multiple mentions as Presenting Partner during event announcements
- ▶ Recognition on site event banner

★ STAGE PARTNER

\$2,500 (3-Available)

- ▶ Logo on event poster
- ▶ Stage Partner recognition on all marketing materials
- ▶ **Full page** ad in the *Watermark* magazine
- ▶ Multiple mentions as Stage Partner during event announcements
- ▶ Recognition on site event banner

★ ART CHAMPION

\$1,000

- ▶ Logo on event poster
- ▶ **Full page** ad in the *Watermark* Magazine
- ▶ Company name stage announcements
- ▶ Recognition on site event banner

★ WATERMARK HERO

\$500

- ▶ Logo on event poster
- ▶ **1/2-page** ad in the *Watermark* magazine
- ▶ Company name stage announcements
- ▶ Recognition on site event banner

★ ART SUPPORTER

\$350

- ▶ **1/4-page** ad in the *Watermark* magazine
- ▶ Recognition on site event banner

★ BUSINESS

\$150

- ▶ *Watermark* magazine **business card ad**

★ FESTIVAL FAN

\$25

- ▶ Name recognition on our “Thank You” page in the *Watermark* magazine.

Complementary 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.

Ad/Print Specifications

High-Resolution PDF (175 lpi/600 dpi) files created using PDF-X1a settings are required.

No film will be accepted.

No WORD or PUBLISHER files will be accepted (.doc, .docx, .pub)

Pre-press Guidelines for Production

We accept digital files created in: Adobe Acrobat Illustrator, InDesign, Photoshop, Canva files could also be accepted.

All art must be CMYK

(no RGB files accepted)

No spot colors are accepted.

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.

PC Warning

PC typefaces/fonts don't always work well with Mac systems. Please embed or convert all fonts/type to outlines, curves or paths. Font substitution will occur if fonts/types are not embedded or converted.

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.

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.

Dimensions

All dimensions are written as WIDTH x HEIGHT.

Ads that swap the written dimensions will not be accepted.

Full Page - 8.5" x 11" (+.25" Bleed)

Horizontal 1/2 Page - 7.5" x 4.75"

Vertical 1/2 Page - 3.5" x 11"

1/4 Page - 3.75" x 4.75"

True Business Card - 3.5" x 2"

E-mail ads to:

ampelio@artsconsortium.org

and CC graphics@artsconsortium.org



ARTS CONSORTIUM
Tulare County's Designated Arts Council

YES!

Please Reserve My Space in the 2024 Watermark Magazine!

BUSINESS NAME: _____

CONTACT PERSON & TITLE: _____

ADDRESS: _____

CITY/STATE/ZIP CODE: _____

TELEPHONE NUMBER: _____

FAX NUMBER: _____

EMAIL: _____

AD SPECIFICATIONS

*All dimensions are written as WIDTH x HEIGHT.
Ads that swap the written dimensions will not be accepted.*

Full Page8.5" x 11" (+.25" Bleed)

Horizontal 1/2 Page7.5" x 4.75"

Vertical 1/2 Page3.5" x 11"

1/4 Page 3.75" x 4.75"

True Business Card 3.5" x 2"

Sponsorship Deadline Extended
August 14, 2024

Reserve today!

E-mail ads to:
ampelio@artsconsortium.org
and CC graphics@artsconsortium.org

PAYMENT METHODS

I HAVE ENCLOSED \$ _____

PLEASE INVOICE ME FOR \$ _____

PLEASE CHARGE MY CREDIT CARD FOR \$ _____

CREDIT CARD PAYMENT

PAYMENT AMOUNT: _____

CARDHOLDER NAME: _____

BILLING ZIP: _____

CARD #: _____

CVC #: _____ EXP. DATE _____

PAYMENT & SPONSORSHIP AGREEMENT

The Undersigned Sponsor agrees to supply Arts Consortium press ready artwork and/or ad materials. The sponsorship rate is \$_____. The Undersigned Sponsor agrees to pay the Arts Consortium \$_____, upon signature of Agreement. The sponsorship/advertisement will appear in the **2024-2025 issue of the Arts Consortium's annual Watermark magazine.**

All payments shall be made payable to:

ARTS CONSORTIUM
PO Box 2696
Visalia, CA 93279

Money paid to the Arts Consortium is NON-REFUNDABLE. Call 559.772.0001 if you have any questions.

IT IS THE SOLE RESPONSIBILITY OF THE SPONOSOR to provide press ready artwork and/or ad materials, no later than the close of regular business hours on the **magazine extended closing date of August 14, 2024**, unless otherwise noted in this Agreement. By signing this Agreement below, the SPONSOR acknowledges that they have read, understand, and agree to all the terms, conditions and items that are contained on the front and back of this Agreement, and that they have received a copy of this Agreement.

Sponsor's Signature

Date

Arts Consortium Representative

Date



TERMS, CONDITIONS & GENERAL POLICIES FOR ARTS CONSORTIUM SPONSORSHIP/ADVERTISING

1. The Publisher* reserves the right to reject or cancel any advertisement(s) at its sole discretion.
2. All artwork submitted to the Publisher becomes the sole property of the Publisher and cannot be returned.
3. All advertisements are accepted and produced by the Publisher on the representation that the advertiser and/or advertising agency is properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or agency will indemnify any loss, expense or any other liability arising out of publication of such advertisement.
4. No conditions, printed or otherwise, appearing on the contract order or copy instructions, which conflict with the Publisher's policies, will be binding on the Publisher, unless specifically agreed to in writing by the Publisher.
5. The Publisher reserves the right to hold the Advertiser and/or the Advertising Agency jointly and severally liable for such money is due and payable to the Publisher.
6. Ad positioning agreements, even when acknowledged in writing by the Publisher, are subject to preemption by units of greater space, special placements or insertions or any other reason at the sole discretion of the Publisher.
7. The Publisher cannot be held responsible for the quality of reproductions when specifications are not adhered to or when materials are not received by specified dates. "Camera ready" art/ads from advertisers must be of the exact specifications required by the Publisher. Art/ad specifications pertain to any/all of the following: art/ad size, resolution of output or items submitted for output, line screen, etc. If these specification guidelines are not adhered to in the strictest sense, the Publisher reserves the right to not accept the art/ad as camera ready and make adjustments to the advertiser's price of the ad according to the current Publisher's price guidelines.
8. Any advertising agreement subject to cancellation must be accepted and acknowledged in writing by the Publisher in advance of the publication closing date. Cancellations are subject to a loss of monies already paid toward said advertising.
9. It is the sole responsibility of the Advertiser to proof their ad for correctness. It is the Advertiser's responsibility to turn in artwork to the Publisher during normal business hours on the publication closing date for the issue in which the advertisement is to be published. If no artwork is provided by the specified date, the Advertiser shall lose all monies paid to the Publisher and forfeit any space reserved.
10. No employees or agents of the Publisher has the authority to change any of the term, conditions, and/or general policies of the Magazine.
11. As evidenced by the signatures of the sales representative and the Advertiser, the parties intend that a binding contract be created, and that it is understood by the Advertiser that the dollar amount contracted for in each issue contracted for is due regardless of Advertiser's business closure, business location change, event cancellation, or any other adverse event that might otherwise prohibit the Advertiser from the intended benefits of advertising in Magazine.
12. The Publisher reserves the right to alter and/or change any Advertiser's layout, artwork and/or advertisement that does not conform to the Publisher's specifications without notice to the Advertiser. The Advertiser understands that there will be additional charges assessed to the Advertiser to alter and/or change Advertiser's artwork and/or advertisement to conform to the Publisher's specifications.
13. Photographs, mechanicals, and other production department operations requested by the Advertiser from the Publisher will be assessed an extra charge. The amount will be based on the cost of the work required to get that item into the form and specification which conform to the Publisher's specification.
14. Although the Publisher will make every effort to print and distribute the Magazine by the issue date, the Publisher shall not be held liable, and the Advertiser agrees to waive its rights to hold the Publisher liable for failure to distribute any issue of the Magazine by the issue date.
15. Advertiser agrees that under no circumstance whatsoever, will the Magazine be accountable to the Advertiser for any claim, loss of advertising, loss of business, failure to print and/or publish that would exceed the Advertiser's PAID amount.
16. The Advertiser warrants that he is the duly authorized and appointed agent for, or representative of, the product or service or place of business or business to be advertised under this Agreement and agrees to hold the Publisher harmless from any and all claims in any manner resulting from said advertising.
17. The Advertiser warrants that the use, in or in connection with any item, person, or persons used in or in connection with any item of advertising specified in this Agreement, including the use of any picture, picture reproduction, any endorsement, trade mark or trade name is duly authorized and the Advertiser agrees to hold the Publisher harmless from any and all claims in any manner resulting from use of such in advertising.
18. The Advertiser is fully aware and understands the nature and content of the Magazine and that it is a publication that could contain content, including, but not limited to, editorials, articles, advertising, pictures, drawings, illustrations, commentary and other such materials, and as such, the Advertiser agrees to hold the Publisher harmless from any and all claims in any matter resulting from said contents of the Magazine.
19. Publisher reserves the right to decline any advertisement, before or after published closing date, including any prepaid, paid and/or unpaid advertisement. All copy, text, photos, and illustrations in advertisements are published with the understanding that the Advertiser is fully authorized, has secured proper consent for use of such material, and that the Publisher may lawfully publish Advertiser's material. The Advertiser agrees to indemnify and hold the Publisher, its employees, officers, agents, and business affiliations harmless from any and all liability, loss and expense of any nature whatsoever incurred as a result of publishing said advertisement. That indemnity includes, but is not limited to, lawsuits for libel, invasion of privacy, plagiarism, copyright infringement, unauthorized use of a person's name or photograph, or any other claim or suit.
20. By executing this Agreement, the Advertiser admits having read all of the foregoing and neither the Publisher nor the Advertiser shall be bound by any agreement or understanding not expressed herein, and that the Advertiser understands and agrees to all of the Terms and Conditions contained in this Agreement.

Signature: _____

Date: _____

*Arts Consortium