

## ArtWalk

A downtown arts exhibit and festival that benefits the Bothwell Arts Center  
Second Saturday in October, Downtown Livermore  
[www.ArtWalkLivermore.org](http://www.ArtWalkLivermore.org)



**Most Sponsorship Benefits Deadline—August 25th**  
**Sponsorship Map Inclusion Deadline—September 15th**

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### ArtWalk 2010 Sponsorship Information

*Please note, sponsorship opportunities provide maximum exposure and event support.*

Summer 2010

Dear community supporter,

The 9th Annual ArtWalk is scheduled for Saturday, October 9, 2010. ArtWalk is a local tradition that is loved by the community and your ideal customers. It's an anticipated event, transforming downtown Livermore into an exciting visual arts district for the day. More engaging than a street festival where the booths are in the middle of the road, at ArtWalk, artists set up their unique exhibits inside and directly in front of downtown businesses and next to business booths, creating a successful cross between an art exhibition and a festival while providing unsurpassed exposure for the participating merchants and sponsors.

Your sponsorship of ArtWalk will allow us to expand our marketing efforts and increase attendance. In addition, it shows the community that your business is committed to the arts and that you are interested and involved. The thousands of people who crowd the sidewalks at ArtWalk 2010 will know that you have helped contribute to making the day special, and the good time that they've had will reflect well on your business and community spirit.

We realize that the best donation is one that gives back in return. We work very hard to help your tax-deductible sponsorship donation expose you to this very loyal market. Our sponsorship levels are detailed in the materials attached. Please look them over and give ArtWalk strong consideration. I'll be happy to answer any questions you may have.

Warmly,

Linda Ryan  
local artist, founder of ArtWalk, manager of Bothwell Arts Center  
[info@artwalklivermore.org](mailto:info@artwalklivermore.org)

**Deadline to take advantage of all benefits for corresponding level is August 25th.**  
**Last call to be included in the map is September 15th.**

Please forward this entry form and payment to the Bothwell or by e-mail to [info@artwalklivermore.org](mailto:info@artwalklivermore.org)



2466 8th Street, Livermore, CA 94550 • 925-447-ARTS • FAX 925-373-6097 • [BothwellArtsCenter.org](http://BothwellArtsCenter.org)

a project of the Livermore Valley Performing Arts Center, a not-for-profit 501c3 organization



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**Most Sponsorship Benefits Deadline August 15th**  
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## ArtWalk 2010 Sponsorship Opportunities

### Bronze (\$125)

ArtWalk Logo Hat  
Recognition on Tour Map and Website  
ArtWalk Sponsor Sign to Display at your Business

### Silver (\$250)

Same Benefits as above plus Recognition on  
11x17 Window Cards/Store Posters

### Gold (\$500)

Same Benefits as above plus Recognition on  
5.5x8 Postcards (5,000 distributed) and  
18x30 Exhibit Preview Posters/Catalog

### Platinum (\$1,000)

Same Benefits as above plus Recognition on  
Single-sized Ad/Acknowledgment in the Tour Map  
Free 10x10 Exhibitor Booth Space\* w/ Premium Placement

### Star (\$2,500)

Same benefits as above with **Logo** Recognition  
Double-sized Ad/Acknowledgment in the Tour Map  
Free 10x20 Exhibitor Booth Space\* w/ Premium Placement  
Logo Recognition in Printed Advertisements and Email Marketing

### Art Banner Sponsor— *This has been filled through 2010*

Same benefits as Platinum Level of Sponsorship  
Recognition in Press Releases  
Premium Logo Recognition on Light Pole Art Project Banners (one side— 30+ banners)  
Participation in Community Banner Project Selection and Judging  
Recognition at Banner Auction

### Event Headline Sponsor— *This has been filled through 2010.*

Same benefits as Star Level of Sponsorship  
Recognition in Press Releases  
Logo Recognition on Light Pole Art Project Banners (one side— 30+ banners)  
Logo Recognition on ArtWalk Promotional Traffic Light Banners (both sides— 12 banners)

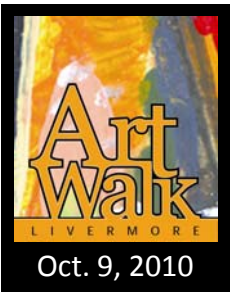
\*This option allows businesses that are not located within the event perimeter to participate like the street merchants. These merchants will be provided with exhibit space, but will need to provide the "booth" items such as tables, chairs, shade such as an umbrella or pop-up tent, etc. If you plan to sell items during the event from a booth, you will need to provide a copy of a valid business license and resale permit.

Contact [info@ArtWalkLivermore.org](mailto:info@ArtWalkLivermore.org) for more information.



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**Most Sponsorships Benefits Deadline = August 25th**  
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## ArtWalk 2010 Sponsorship Registration Form

For exhibiting businesses & vendors, please note that sponsorship is in addition to the Exhibitor fee and deadlines are different.

### Sponsor Information:

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ E-mail Address \_\_\_\_\_

### Level:

- \$125 Bronze
  - \$250 Silver
  - \$500 Gold
  - \$1,000 Platinum
  - \$2,500 Star
- (platinum and star sponsors also need to fill out the exhibiting sponsor form to register for their free booth)*

### Payment Options:

- Check enclosed payable to: Livermore Valley Performing Arts Center
- Please charge my:  American Express  MasterCard  VISA

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV/CVC \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

Please list my/our name in the marketing collateral and on the website as:

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**Final Deadline to Register - August 25, 2010**

## ArtWalk 2010 Booth Registration Form for Platinum & Star Sponsors Only

**Exhibitor Information (this is for Platinum or Star Sponsors that receive booth privileges):**

Exhibitor / Sponsor \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

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

Phone(s) \_\_\_\_\_ E-mail Address (important) \_\_\_\_\_

**Display:** You will be provided with exhibit space, however, you will need to provide the "booth" items such as tables, chairs, shade such as an umbrella or pop-up tent, etc. Describe what you plan to bring to create your display. If you plan to sell items during the event, please attach copy of valid business license and provide your sales tax id number: \_\_\_\_\_

Do you have a preferred artist(s) or type of work? Please specify. \_\_\_\_\_

How many posters \_\_\_\_\_ and/or postcards \_\_\_\_\_ would you be able to use ahead of time? (please fill in quantities)

**Permissions and Agreements:** I agree to participate in ArtWalk Livermore 2010 and will provide my own booth on Saturday, October 9, 2010. I will ensure that my booth will be completely set-up by 10:45, remain open during the ArtWalk hours of 11-5 (or later if artist display panels need to be picked up), and will coordinate set-up and take-down directly with artist(s) who will be displaying with me at my location. I understand that my business will take no commission from artists' sales.

Dated: \_\_\_\_\_ Signed: \_\_\_\_\_

**Designation:**

Exhibiting Platinum Sponsor, 10x10, free- included with sponsorship

Exhibiting Star Sponsor, 20x20, free- included with sponsorship

I wish to decline this benefit and will not participate with a booth.

I wish to donate this booth space for a nonprofit organization to use.

Name of nonprofit \_\_\_\_\_ Contact \_\_\_\_\_

Email address \_\_\_\_\_ Phone \_\_\_\_\_

Please donate this booth space to a local nonprofit organization on our behalf.

Please forward this entry form and payment to the Bothwell or by e-mail to [info@artwalklivermore.org](mailto:info@artwalklivermore.org) by August 25th



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