

# 15TH ANNUAL LOVELAND ART STUDIO TOUR

SPONSORSHIP PACKET

OCTOBER

2023



OCTOBER 7-8 & 14-15

[WWW.LOVELANDARTSTUDIOTOUR.COM](http://WWW.LOVELANDARTSTUDIOTOUR.COM)

# WHO WE ARE



501c3 Nonprofit Organization established in 2009

15 years ago, a couple Loveland artists got an idea about bringing the magic of the studio to the public through the Loveland Art Studio Tour. What started off as just a handful for creative people wanting to share what they love has turned into a tradition for Loveland residents and Northern Colorado visitors. With over 100 artists and 50+ locations, this two weekend event brings in 3,000- 4,000 attendees from the Northern Colorado Corridor.

## ***The magic of the studio tour experience includes:***

- hands on art activities for children and adults
- face-to-face time with artists in their unique spaces
- once a year offerings on original art
- experience art from start to finish



*Started by artists to show their community where the magic happens.*



## OUR MISSION

*The Mission of the Loveland Art Studio Tour is to provide the community a venue for Loveland-based artists to showcase Loveland's exceptional visual arts' offerings; provide an informational and educational forum for the appreciation, practice, and collection of the arts; and further social and economic benefits to artists.*

# WHAT WE DO



Engage - Educate - Elevate

## For the public

The Loveland Art Studio Tour provides a unique, annual opportunity for all ages interested in the arts to see what art is happening right in their neighborhoods. For many, this can be a life changing experience, especially for students who are interested in pursuing art, but have limited exposure. Families are exposed to local art instructors and educational opportunities that can positively shape the future of these students.



## For the artists

For many artists, the Studio Tour is a "jump start" to their holiday sales push. Many artists see an increase in sales over the upswing season, uptick in class registration and substantial increase in their network via mailing list and social media. But more than just a sales opportunity for artists, the Studio Tour provides quality business education and support for every participating artists from customer engagement and marketing, to optimal display techniques.



# WHAT THEY'RE SAYING



## Tour Visitors

*"I look forward to the tour every year because it's the only event that allows me to see the vast diversity of the artists in OUR town. It leaves me inspired and so proud to be part of this town."*

*--Brenda Rundback, Loveland, CO*

*"As important to us as the amazing artwork are the relationships we have formed with the artists themselves. These relationships have led to our commissioning numerous original pieces for ourselves and family members. Our lives continue to be enriched by the remarkable community of world-class artists who call the Loveland area home."*

*--Richard and Rachel Shoemaker, Westminster, CO*



## Tour Artists

*"I've been on the tour for 8 years and I can say that some of my most faithful collectors came from the early years of my studio tour days."*

*--Amelia Furman, mixed media artist*

*"There is no better way to meet Loveland's community of artists and front range art lovers. I sold some of my work, but I feel like the most valuable part of my experience was the connections I made with patrons and networking with others in the industry."*

*-- Marjorie Braverman, acrylic painter*



# PAST SPONSORS

2021 - 2022



We've been so fortunate to have the generous support of these businesses for the past 15 years. Their funds have been used in the following ways:

- Tour advertising, promotion and signage
- Tour maps and artist directories
- Preview Show Opening Reception
- Education Support for Artists
- Tour Administration





## Package Perks:

## Sponsorship Packages

- Company logo on Map (distribution of 2000+) and posters
- Company recognized by announcer during the Studio Tour Reception
- Opportunity to speak at reception
- Company name listed on map (distribution of 2000+)
- Company website displayed on map
- Company logo displayed on website home page (3000+ hits in tour season)
- Company name/logo displayed on website sponsor page
- Link to company website on website sponsor page
- Live FB/IG Interview (followship of over 4000)
- FB/IG Video Post (average of 1000 views)
- Company name/logo in static post

	Museum \$4,000	Gallery \$2,500	Studio \$1,500	Sketchbook \$500	Supporter \$150	Restaurant/ Bar \$75
Company logo on Map (distribution of 2000+) and posters	✓	✓				
Company recognized by announcer during the Studio Tour Reception	✓	✓	✓			
Opportunity to speak at reception	✓					
Company name listed on map (distribution of 2000+)	✓	✓	✓	✓	✓	✓
Company website displayed on map	✓					
Company logo displayed on website home page (3000+ hits in tour season)	✓					
Company name/logo displayed on website sponsor page	✓	✓	✓	✓	✓	
Link to company website on website sponsor page	✓	✓	✓	✓		
Live FB/IG Interview (followship of over 4000)	✓	✓				
FB/IG Video Post (average of 1000 views)	✓	✓				
Company name/logo in static post	✓	✓	✓	✓	✓	✓

yes!

I AM BECOMING AN STUDIO TOUR PARTNER AT THE FOLLOWING LEVEL:

- MUSEUM LEVEL \$4000
- GALLERY LEVEL 42500
- STUDIO LEVEL \$1500
- SKETCHBOOK LEVEL \$500
- SUPPORTER LEVEL \$150
- RESTAURANT/BAR \$75

Print exactly how you would like your name/company to appear on marketing materials. Please complete and return via email or mail to LAST (429 N. Lincoln Ave, Loveland, CO 80537) or [lovelandartstudiotour@gmail.com](mailto:lovelandartstudiotour@gmail.com)

COMPANY NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

Pay with Credit Card via phone or website  
[www.lovelandartstudiotour.com](http://www.lovelandartstudiotour.com) 303.460.0382

Mail a check made to LAST,  
429 N. Lincoln Ave. Loveland,  
CO. 80537



Non-profit Tax ID #81-2078436. All gifts and donations to the Loveland Art Studio Tour are tax deductible to the extent allowed by law. Please check with your tax professional

**WWW.LOVELANDARTSTUDIOTOUR.COM**

# MARKETING EXAMPLES



## Map



Museum: Company Logo, Website, and Name  
Gallery: Company Logo and Name  
Studio: Company Name  
Sketch book: Company Name

## Posters



Museum: Company Logo, Website, and Name  
Gallery: Company Logo and Name  
Studio: Company Name  
Sketch book: Company Name

## Website



Museum: Company Logo, Website Live Link, and Social Links  
Gallery: Company Logo  
Studio: Company Name  
Sketch book: Company Name

## Social Media



Museum: Live FB/IG interview, Video post, featured photo post, and group photo post  
Gallery: Video posts, featured photo posts, and group photo post  
Studio: Featured static posts and group photo posts  
Sketch book: Group photo post