



January 2018

To Our Business Community and Friends,

We have an opportunity for you to promote your organization to over **1.5 Million households** in the PA, NJ and DE area while supporting a unique and beautiful art show that has been sustaining Historic Yellow Springs (HYS) and the local art community for 45 years.



Painting Yellow Springs by Barbara Grant
2018 Yellow Springs Art Show Poster

In addition to the **1.5 Million households**, your support of the Yellow Springs Art Show will be promoted to:

- **25,000** unique households through direct mail
- **88,000** impressions of our billboard advertisement
- **A Color Ad** in our show catalog - available to the **3,500 Art Show attendees**
- **Signage Recognition** during the show
- **Your Company Logo** on the HYS website
- **Your Company Logo** on the HYS social media sites such as Facebook (1,615 followers)

Your generous contribution helps ensure that our historic village and unique arts and culture programs will be here for future generations to enjoy. We offer 6 levels of sponsor support. They are:

• Opening Gala - \$5,000	• Daniel Garber - \$500
• Happy Hour - \$3,000	• Jenny Lind - \$300
• Shorty Yeaworth - \$1,000	• Advertiser - \$75

Please review the enclosed materials for the specific sponsor level benefits, then complete and return the Sponsorship Agreement Form by March 9, 2018.

Because of our generous sponsors, admission to the two-week Yellow Springs Art Show is free for everyone, making this a true community event. Please feel free to contact us with any questions or concerns at 610-827-7414, extension 10 or by email at mdaly@yellowsprings.org.

Thank you for your consideration. HYS could not exist without the generosity of Art Show sponsors like you.

Sincerely,

Eileen McMonagle
Executive Director
Historic Yellow Springs, Inc.



45th Annual Yellow Springs Art Show Sponsorship Opportunities

Opening Gala Sponsor \$5,000 (Limit One)

The Opening Gala is a ticketed event attended by 300 sponsors and patrons with high discretionary income levels who return year after year to the Art Show. This elegant evening features elaborate hors d'oeuvres, spirits and music. The Opening Gala is the first opportunity to view the artwork before the show opens to the public.

- Company name and Logo on all tickets, purchased for Opening Gala (Deadline March 9, 2018)
- Recognition in press releases, e-newsletter, print ads and mailings to 25,000 households as the sponsor of the Art Show Opening Gala
- Full page color ad on back cover of Art Show catalog
- Listing in catalog and on lobby signage
- Logo and link to company website on HYS website, HYS Facebook page, dedicated Tweets from HYS, Mention on HYS Instagram
- Sponsor banner displayed outside the Art Show entrance
- Opportunity to display promotional materials in lobby through the duration of the show and have representative present during the Opening Gala on April 27, 2018
- Opportunity to give logo favor to attendees of the Opening Gala
- 20 tickets to the Opening Gala on Friday, April 27, 2018
- 20 catalogs and 20 Art Show posters signed by the featured artist

Happy Hour Sponsor \$3,000 (Limit Two)

The Happy Hour is held on the first Friday and attracts 250+ patrons from the surrounding communities. This event features artisanal cheese and wine.

- 12 tickets to the Opening Gala on Friday, April 27, 2018
- 12 catalogs and 12 Art Show posters signed by the featured artist
- Recognition in press releases, e-newsletter, print ads, and mailings to 25,000 households as the sponsor of Happy Hour event on Friday, May 4, 2018
- Full page color ad on inside covers of the Art Show catalog (limit one page per sponsor)
- Listing in catalog and on lobby signage
- Logo and link on website and Facebook page, HYS Facebook page, dedicated Tweets from HYS, Mention on HYS Instagram
- Sponsor banner displayed outside the main entrance
- Opportunity to display promotional materials in lobby through the duration of the show and have representative present during the event



Shorty Yeaworth Sponsor \$1,000

Irvin Shortess “Shorty” Yeaworth, Jr., a young film director-producer, purchased the village of Yellow Springs in 1952 and set up Good News Productions film company credited with producing over 400 films including *The Blob*.

- 8 tickets to the Opening Gala on Friday, April 27, 2018
- 8 catalogs and 8 Art Show posters signed by the featured artist
- Recognition in press releases, e-newsletter, print ads, and mailings to 25,000 households
- Full page color ad in the Art Show catalog
- Listing in catalog and on lobby signage
- Logo and link on website

Daniel Garber Sponsor \$500

Daniel Garber, the great American Impressionist painter, was a student and later taught at the Pennsylvania Academy of the Fine Arts and at its Country School in the village of Yellow Springs between 1917 to 1952.

- 4 tickets to the Opening Gala on Friday, April 27, 2018
- 4 catalogs and 4 Art Show posters signed by the featured artist
- Half page color ad in the Art Show catalog
- Listing in catalog and on lobby signage
- Logo and link on website

Jenny Lind Sponsor \$300

Jenny Lind, the Swedish Nightingale and most highly regarded soprano of the 19th century, visited the Yellow Springs Spa in the 1850’s and performed here. The Jenny Lind House and Jenny Lind Springhouse honor this visit.

- 2 tickets to the Opening Gala on Friday, April 27, 2018
- 2 catalog and 2 Art Show poster signed by the featured artist
- Quarter page color ad in the Art Show catalog
- Listing in catalog and on lobby signage

Advertiser \$75

Business card size ad in Art Show Catalog

In-Kind Sponsor

Please contact the HYS office 610-827-7414 ext. 10



Sponsorship Agreement

Return form and submit ads by March 9, 2018

Please return form to: Historic Yellow Springs, PO Box 62, Chester Springs, PA 19425 or
mdaly@yellowsprings.org

Sponsor Level (Please check):

- Opening Gala Sponsor/\$5,000 (Availability 1)
- Happy Hour Sponsor \$3,000 (Availability 2)
- Shorty Yeaworth Sponsor/\$1,000
- Daniel Garber Sponsor/\$500
- Jenny Lind Sponsor/\$300
- Advertiser/\$75

Sponsor Information:

Company Name

Contact Name Title

Street, City, State, Zip

Email Phone

Contact for ad copy and graphics Email

Method of Payment (Please circle one)

Check (payable to Historic Yellow Springs)

MasterCard

Visa

Card Number

Expiration Date Security Code

Name as it appears on card

Signature



Ad Specifications

Return form and submit ads by

March 9, 2018

Ad Sizes:

- Full Page Ad 7.75" W x 10.125" H (Opening Gala, Happy Hour or Yeaworth Sponsor)
- Half Page Ad Horizontal: 7.75" W x 5" H or Vertical: 3.8125" W x 10.125" H (Garber Sponsor)
- Quarter Page Ad 3.8125" W x 5" H (Lind Sponsor)
- Business Card 3.8125" W x 2.4375" H (Advertiser)

Ad Format: Digital files submitted on CD or via email

File types:

All ads will be reproduced in color. For digital files, high-resolution PDFs are preferred. Ads may also be submitted as .tif or .jpg files (at 100% of ad size, 300 dpi or greater). Ads submitted as Microsoft Word documents are discouraged as these ads will need to be reset and may not match the original intent of your ad.

For digital ad submission:

Please email files to mdaly@yellowsprings.org.

For questions regarding sponsorship, please contact Maeve Daly at 610.827.7414 ext. 10 or mdaly@yellowsprings.org