

The 67th Annual

SAUSALITO ART FESTIVAL

*America's premier waterfront fine art,
music and wine festival*

Sponsorship Overview



The Sausalito Art Festival Foundation is a non-profit 501 (c) (3) cultural and fine arts organization.

The mission of the Sausalito Art Festival is to encourage, promote, and support the arts for the community.

BY THE NUMBERS

3 DAY FESTIVAL
260 ARTISTS

67 YEARS
OF FUN

\$1.6 MILLION
GIVEN BACK TO
ARTS COMMUNITY
OVER THE LAST
10 YEARS

30K+ PATRONS
2K VOLUNTEERS

30+ WINE &
CRAFT BEERS

3 LIVE
ENTERTAINMENT
STAGES

PATRON PROFILE

56% Female

70% Ages 30+

28% Individual Income \$200K+

66% Average HHI of \$125K+

68% Married

81% College Graduates

46% Graduate Degree

42% Collect Fine Art

22% Own a Vacation Home

62% Travel Internationally Often

32% Travel By Cruise Ship

24% Own a Luxury Vehicle



Art Festival

260 Local, Regional and International Artists In One Location

More than 260 award-winning artists from around the country flock to the waterfront village of Sausalito, California, on Labor Day Weekend each year for the annual Sausalito Art Festival.

One of the oldest, most prestigious and most anticipated open-air art events in the country, the Sausalito Art Festival has set the standard for quality, variety, innovation and scope of artistry for more than 60 years.

Participating artists are selected by a rigorous jury process and exhibit a range of work, including painting, sculpture, drawing, ceramics, glass, fiber and fashion, wood, photography, mixed media and more.

The Festival is considered by artists, art collectors, and art fair fans to be a must-see event. Sausalito itself has long been regarded as one of the world's great artist communities and a community legendary for its excellent restaurants, shopping and access to breathtaking natural beauty and outdoor activities.





Music Festival

Three Days Of Music In A Waterfront Venue

Each year, visitors come to the Sausalito Art Festival for the same musicians they see on big concert venue marquees. Wall-to-wall musical entertainment headlines the Sausalito Art Festival, with rock, pop, folk, swing, blues, jazz, and classical music performed by top-name artists featured on three stages throughout the Festival grounds.

The music is backed by a cornucopia of food, beer and wine, transforming the charming seaside village of Sausalito, California into a three-day “Camelot” of art, music and community.





Gala

A Glamorous Start To Labor Day Weekend

The Festival begins Friday night with an exclusive black-tie gala and art preview on the grounds of the Sausalito Art Festival. This glamorous, festive social event includes dinner, dancing and musical performances with all funds raised dedicated to charity organizations.

The Sausalito Art Festival Gala is attended by 1,000 art patrons with individual tickets costing \$350.00 and tables starting at \$4,000.00.





The AfterParty

An Indoor Concert Experience When The Sun Goes Down

Sausalito's only concert experience, The AfterParty, takes place Sunday night after the Festival closes for the day. Held in an indoor night club concert venue, the AfterParty attracts 1,000 music lovers to this special event that includes table seating and bar service.

The 2018 AfterParty was headlined by nine-time Grammy nominated contemporary jazz artist Dave Koz and his Summer Horns band. The group played songs from their Billboard #1 Ranked Contemporary Jazz Album.

Tickets for the AfterParty range from \$69.00-\$99.00, with tables starting at \$1,000.



SPONSORSHIP OPPORTUNITIES

The Sausalito Art Festival will work with you to build a completely customized sponsorship package designed to reach your unique brand goals and objectives. Sponsorship investment levels correlate to brand goals, targets, and objectives and range from \$5,000 to \$250,000.

To create meaningful brand activation opportunities, we prefer to work with fewer sponsors and offer category exclusivity when ever possible.

SAUSALITO
ART FESTIVAL

Celebrating

SPONSORSHIP BENEFITS

Dependent on Sponsorship Package

Category Exclusivity

- Naming Rights

On-site Presence

- 10 x10 booth space

Signage Provision

- Welcome Signs
- Festival Grounds
- Festival Maps
- Children's Playground Banner
- Activity Tents

Logo Placements

- SAF TV Advertising
- Outdoor Advertising
- 2000 Volunteer T-Shirts
- Volunteer Recruitment Emails
- Social Media Posts
- Volunteer Training Video
- Volunteer Handbook
- Best of Ballots
- Use of SAF Logo
- Logo on Commemorative Cup

Media Presence

- TV Advertising
- Radio Advertising
- Earned Media (PR) Efforts

Website Presence

- Links on SAF.com Page
- Volunteer Page

Official SAF Guide (30,000 copies)

Complimentary Tickets

MARKETING PROGRAM

Print
Media

Broadcast
Media

Social
Media

Google
Keywords

Outdoor
Media

Public
Relations

On-site
Promotion

Sponsors receive high value marketing, promotion and exposure through paid, earned and owned media efforts. We've crafted partnerships with major Bay Area print and broadcast media and we've developed digital, on-line and social media campaigns across multiple platforms. Additionally, numerous on-site signage and promotional opportunities throughout the Festival grounds are available.



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**Build your custom
sponsorship package
by contacting us today**

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