

## ***Be An Arts Advocate in 2024***

*A thriving arts culture creates community growth.*

### ***Who are we?***

- A non-profit arts organization est. in 1965.
- Artists and business owners based in Northern Colorado.
- Founders of the longest running Colorado Arts Festival.



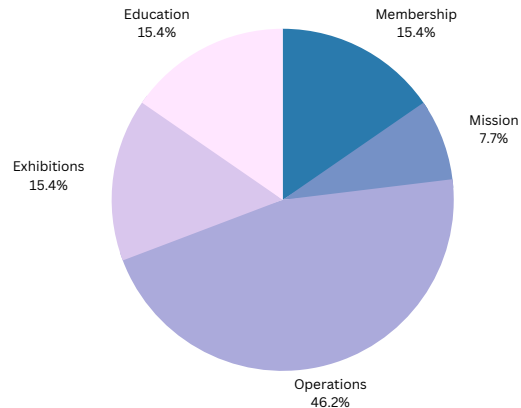
### ***Our Mission:***

*TVAL's mission is to promote an enthusiastic pursuit of art, to encourage and support individual artists, to provide them with opportunities to obtain public recognition, to advance to the public the appreciation and practice of the arts and to assist in the collection of works of art.*



## Who Do We Serve?

- Mid-career and Emerging Artists.
- Student Artists.
- Aspiring Artists of all ages.
- Northern Colorado community members and families.
- Art-centered non-profits.



## Where do our funds go?

## What TVAL Offers to Members and the Community:



*"TVAL is the complete package: support, camaraderie among artists, juried shows, classes, workshops and a gallery!! Wow."*  
 --Linda Renaud

- **Classes and workshops** for beginners through accomplished artists.
- **Demos and presentations** at members' meetings.
- **Three juried shows** and a members show each calendar year.
- **Email newsletter** to members and friends of Lincoln Gallery
- **Art in the Park** – the longest-running art festival in Colorado
- **Lincoln Gallery** – owned and maintained by the League; over 50 exhibiting artists.
- **Sponsorship** - partnership with non-profits like Colorado Kid's Create.





Art in the Park, our biggest annual outdoor event. One of the oldest art festivals in the US.

## Art in the Park Outdoor Festival (August 2024)



For over fifty years Art in the Park has been the Thompson Valley Art League's largest fundraiser and is Colorado's oldest outdoor festival. There are over 175 juried artisans showing a diverse collection of excellent artwork. This artisan festival is run in conjunction with Sculpture in the Park, an internationally acclaimed event.

- Average booths: 200 +
- Show attendance in person: 8,000- 10,000
- Artist Sales: Average of \$3,000
- Show reach on Social Media: over 15,000

### Sponsorship Opportunities

- Featured Festival Sponsor **\$5000**
- Standard Booth in the Market **\$2500-3000**
- Patron Shuttle Sponsor **\$2500 - \$4000**
- Kid's Corner Sponsor **\$3000**
- Student Volunteer Sponsor **\$500 - \$2000**
- Gallery Beer and Wine Garden Sponsor **\$3000-\$5000**
- Market Beer and Wine Garden Sponsor **\$2500**
- Silent Auction Sponsor **\$3000**
- Info Booth Sponsor **\$1500**
- Event Banners on festival perimeter **\$150**

### Included in each opportunity:

Logo and link on the Art in the Park Website -- Social Media Posts on Art in the Park profiles

Sponsor Recognition in the Artist Packets -- Support Resources in Marketing, Customer Engagement, etc.

*There are several opportunities for you and your company to partner with TVAL by sponsoring an event, offering a cash donation or an in-kind donation. \**

## Fine Art and Photography Shows

### Member's Show

February, 2024

### National Fine Art Show

May - June, 2024

### Regional Fine Art Show

April - May, 2024

### National Photography Show

November, 2024

For the past 10 years, our Fine Art Shows have brought in prestigious professional artists from around the country as well as collectors and patrons.

- Average entries: 800
- Show attendance in person: over 800
- Show hits online: over 1,500
- Show reach on social media: over 8,000

## Show Sponsorship Packages

### Package Perks:

- Prominent logo on event posters.
- Logo/name on website with direct company link.
- Logo/name on print/electronic media.
- Speaking invitation at event.
- Promotional materials display.
- Event posters for display at business.
- Private event preview.
- Invitation to private artist events.
- Social media marketing.

	Museum \$5000	Gallery \$2500	Studio \$1000	Sketchbook \$500
✓	✓			
✓	✓	✓	✓	
✓	✓	✓		
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*\*Acceptance of In-kind donations is on a case by case basis and will be curated by the sponsorship committee and the Executive Director.*

**Additional custom benefits are available to tailor the value of the package to your business.**

# What's Your Next Step?

**Now that you've got all the information, what happens next?  
 There's a couple of options....**

## Ask Questions.

If you have questions that aren't answered in our packet, don't hesitate to get in touch with our TVAL Sponsorship Team.

**Sponsorship Director:** Dale Edwards  
**Phone:** 970-988-1702  
**Email:** daleedwards1947@gmail.com

## Watch your inbox.

Once you've paid for your sponsorship package, you will be contacted by the TVAL Sponsorship Committee to begin the process of making sure we have all the materials we need to fulfill your package.

## Give Your donation.

There are several ways to give your donation.

**Pay via credit card on the website**  
[www.lincolngallery.com/sponsorship](http://www.lincolngallery.com/sponsorship)

**Call the gallery and pay over the phone with your credit card. 970.663.2407**

**Mail a check to Lincoln Gallery (429 N. Lincoln Ave, Loveland, CO 80537)** Please be sure to include your sponsorship paperwork from this packet.

### I AM BECOMING AN ARTS ADVOCATE AT THE FOLLOWING LEVEL:

- MUSEUM LEVEL \$5000
- GALLERY LEVEL \$2500
- STUDIO LEVEL \$1000
- SKETCHBOOK LEVEL \$500
- OTHER \_\_\_\_\_

Which event? \_\_\_\_\_

*Print exactly how you would like your name/company to appear on marketing materials. Please complete and return to TVAL, 429 N. Lincoln Ave Loveland, CO 80537.*

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

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

ADDRESS \_\_\_\_\_

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

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

Pay with Credit Card via phone or website  
[www.lincolngallery.com](http://www.lincolngallery.com) 970.663.2407

Mail a check in provided envelope.

Non-profit Tax ID #84-0802886 All gifts and donations to the Thompson Valley Art League are tax deductible to the extent allowed by law. Please check with your tax professional.





# Past TVAL Sponsors



# Community Partners



429 N. Lincoln Ave, Loveland, CO 80537 970.663.2407 lincolngallery@lincolngallery.com

