



PAINT GRAND TRAVERSE 2021 SPONSORSHIP GUIDE

Paint Grand Traverse is an annual plein air (outdoor) painting festival and competition. Each August, outstanding artists from across the country come to Traverse City to paint scenes throughout our beautiful area, exhibit their work, and compete for major awards.

Now in its fourth year, Paint Grand Traverse is fast becoming one of the nation's premier plein air painting festivals. The week-long event includes opportunities for art collectors, spectators, students, and kids and families. As a sponsor, you'll connect with an upscale audience of arts and culture lovers, and join in the celebration of what makes the Grand Traverse region so special.



PGT 2021 *festival highlights*

- 🍌 4 major public events.
- 🍌 300+ paintings created across Grand Traverse, Leelanau, and Antrim counties.
- 🍌 Live painting demos and classes throughout the week.
- 🍌 150+ artists of all ages, including 40 national featured artists.

CROOKED TREE ARTS CENTER

Paint Grand Traverse is presented by Crooked Tree Arts Center - Traverse City. Founded in 1971, CTAC is a 501(c)3 non-profit organization serving northern Michigan from its campuses in Traverse City and Petoskey. CTAC is a community-based center for the arts, and offers programming in visual arts, music, dance, culinary arts, and more.

231.941.9488 • tc@crookedtree.org • 322 Sixth Street, Traverse City 49684





PRESENTING SPONSORSHIP

Paint Grand Traverse Presenting Sponsor: \$5,000

SOLD OUT

Our top level opportunity, presenting sponsors enjoy top billing during the five weeks of Paint Grand Traverse events and exhibitions, as well as presence on our website and social media through 2021. We have a great menu of benefits for presenting sponsors, and can also customize options to meet your organization's goals.

- Logo on banners at all PGT events.
- Prominent lettering on gallery walls, August 9 - September 11.
- Large logo/display ad in full-color PGT catalog (2,500).
- Logo with link in at least four e-blasts (10,000+).
- Logo with link on Paint Grand Traverse and Crooked Tree websites through 2021.
- Logo included in PGT print ads (Northern Express, Traverse Magazine, etc.)
- Logo on 7'x7' banner on Front Street.
- The opportunity to include a small item or promotional materials in artist/VIP swag bags (100).
- Social media tags on boosted (paid) posts promoting the event; option to "co-host" the event on your Facebook page.
- Six tickets to the Collectors Gala & Benefit on Aug. 14 (\$300 value).
- Recognized from stage during awards ceremony.
- **New for 2021!** Access to the exclusive Sponsors Lounge with a bird's eye view of the festivities!





Collectors Gala & Benefit Event Sponsor: \$2,500 - **SOLD OUT**
 Grand Prize Award Sponsor: \$2,500 - **AVAILABLE as of 7/20**
 Saturday, August 14

The marquee event of the week! The Collectors Gala is a ticketed soiree and is an opportunity for guests to view and shop the PGT juried collection before the general public. Includes live music, strolling dinner, drinks, and the artist awards ceremony. As the Collectors Gala event or grand prize sponsor, you'll connect with an upscale audience of art collectors, artists, and patrons at Traverse City's premier art event!

- Two banners with logo at the entrance of event.
- Prominent lettering on gallery walls, August 7-29.
- Logo/display ad in full-color PGT catalog (**reserve by 7/23**).
- Logo with link in at least four e-blasts (10,000+).
- Logo with link on Paint Grand Traverse and Crooked Tree websites.
- The opportunity to include a small item or promotional materials in artist/VIP swag bags (100).
- Social media tags on boosted (paid) posts promoting the event; option to "co-host" the event on your Facebook page.
- Six tickets to the Collectors Gala & Benefit on Aug. 14 (\$300 value).
- Recognized from stage during awards ceremony.





EVENT SPONSORSHIP

Paint Grand Traverse includes several public events that promote artistry, community, and our area's scenic beauty. Through these events, guests will engage with artists, learn about plein air painting, and have a lot of fun doing it!



SPONSORSHIP OPPORTUNITIES

- Sunset Paint Out (\$500)
- ~~Pint-Sized Paint Out for Kids (\$500)~~
- ~~Quick Paint Competition (\$1500)~~
- ~~Collectors Gala & Benefit (\$2500)~~
- Host a featured painting location (\$250)
- Live painting demonstrations (\$250)

Publication deadline: July 23, 2021

Sunset Paint Out: \$500 (3 available) **New for 2021!**

Monday, August 9

The kickoff of PGT week! Spectators are invited to watch artists capture the magic of a summer sunset over West Grand Traverse Bay at a special location. Light refreshments will be served.

- Banner/signage at the event (sponsor provides).
- Logo in full-color PGT catalog (**reserve by 7/23**).
- Logo with link in at least two e-blasts (10,000+).
- Logo with link on the Paint Grand Traverse and Crooked Tree websites.
- Social media tags on boosted (paid) posts promoting the event; option to "co-host" the event on your Facebook page.
- Two tickets to the Collectors Gala & Benefit (\$100 value).



Pint-Size Paint Out: \$500 - **SOLD OUT**

Friday, August 14

The most adorable event of PGT week! The Pint-Size Paint Out is a fun outdoor painting experience for kids. Your sponsorship will connect you with active families and helps us purchase painting supplies, which we provide to the kids free of charge.

- Banner/signage at the event (sponsor provides).
- Logo in full-color PGT catalog (**reserve by 7/23**).
- Logo with link in at least two e-blasts (10,000+).
- Logo with link on Paint Grand Traverse and Crooked Tree websites.
- Social media tags on boosted (paid) posts promoting the event; option to “co-host” the event on your Facebook page.
- The opportunity to give a small item or promotional materials to participants.



Quick Paint Competition: \$1,500 - **SOLD OUT**

Wednesday, August 11

An exciting, fast-paced competitive event featuring 100 artists working to complete their pieces in just two hours. Prizes valued at over \$2,500 will be awarded by our professional jurors, followed by a quick show and sale. Spectators can watch new masterpieces come to life in real-time, and enjoy food and live music.

- The opportunity to have a promotional table/tent at event (max size 10'x10')
- Banner/signage at the event (sponsor provides).
- Logo in full-color PGT catalog (**reserve by 7/23**).
- Logo with link in at least two e-blasts (10,000+).
- Logo with link on Paint Grand Traverse and Crooked Tree websites.
- Social media tags on boosted (paid) posts promoting the event; option to “co-host” the event on your Facebook page.
- The opportunity to include a small item or promotional materials in artist/VIP swag bags (100)
- Four tickets to the Collectors Gala & Benefit on Aug. 14 (\$200 value).



“Absolutely well thought out and professionally managed. The staff and volunteers were wonderful and the amount of choices of things to paint was simply phenomenal.”

- 2019 featured artist



ARTIST AWARDS

Artist Award Sponsorship: \$100-\$2,500

Paint Grand Traverse juried awards recognize artistic excellence, and are a key draw to bring the nation's top plein air artists to Traverse City. Winners are chosen by our awards jurors, who are highly-accomplished artists and experts in their fields. Award sponsorships are available for our Quick Paint Competition and Collectors Gala & Benefit.

\$100-\$250 AWARD SPONSORS

- Listed in PGT catalog (**reserved by 7/23**).
- Listed with link in at least two e-blasts (10,000+).
- Listed with link on the PGT and CTAC websites.
- Your name/logo on signage with award-winning piece.
- Recognized from the stage at the event.

\$500-\$750 AWARD SPONSORS

Everything listed on the left, PLUS:

- Two tickets to the Collectors Gala & Benefit (\$100 value).
- The opportunity to present your award at the event.

\$2,500 GRAND PRIZE SPONSOR

- Logo in full-color PGT catalog (**reserve by 7/23**).
- Logo with link in four e-blasts (10,000+).
- Logo with link on PGT and CTAC websites.
- Your name/logo on gallery signage.
- Six tickets to the Collectors Gala & Benefit (\$300).
- Social media tags on boosted (paid) posts promoting the event; option to "co-host" the event on your Facebook page.

- Two banners with logo at the entrance of event.
- Prominent lettering on gallery walls, 8/9 - 9/11.
- Opportunity to include a small item or promotional materials in artist/VIP swag bags (100).
- The opportunity to present your award at the event.
- Collectors Gala & Benefit: Access to the exclusive Sponsors Lounge with a birds-eye view of the festivities!





PURCHASE AWARDS

Purchase Award Sponsorship: \$500+

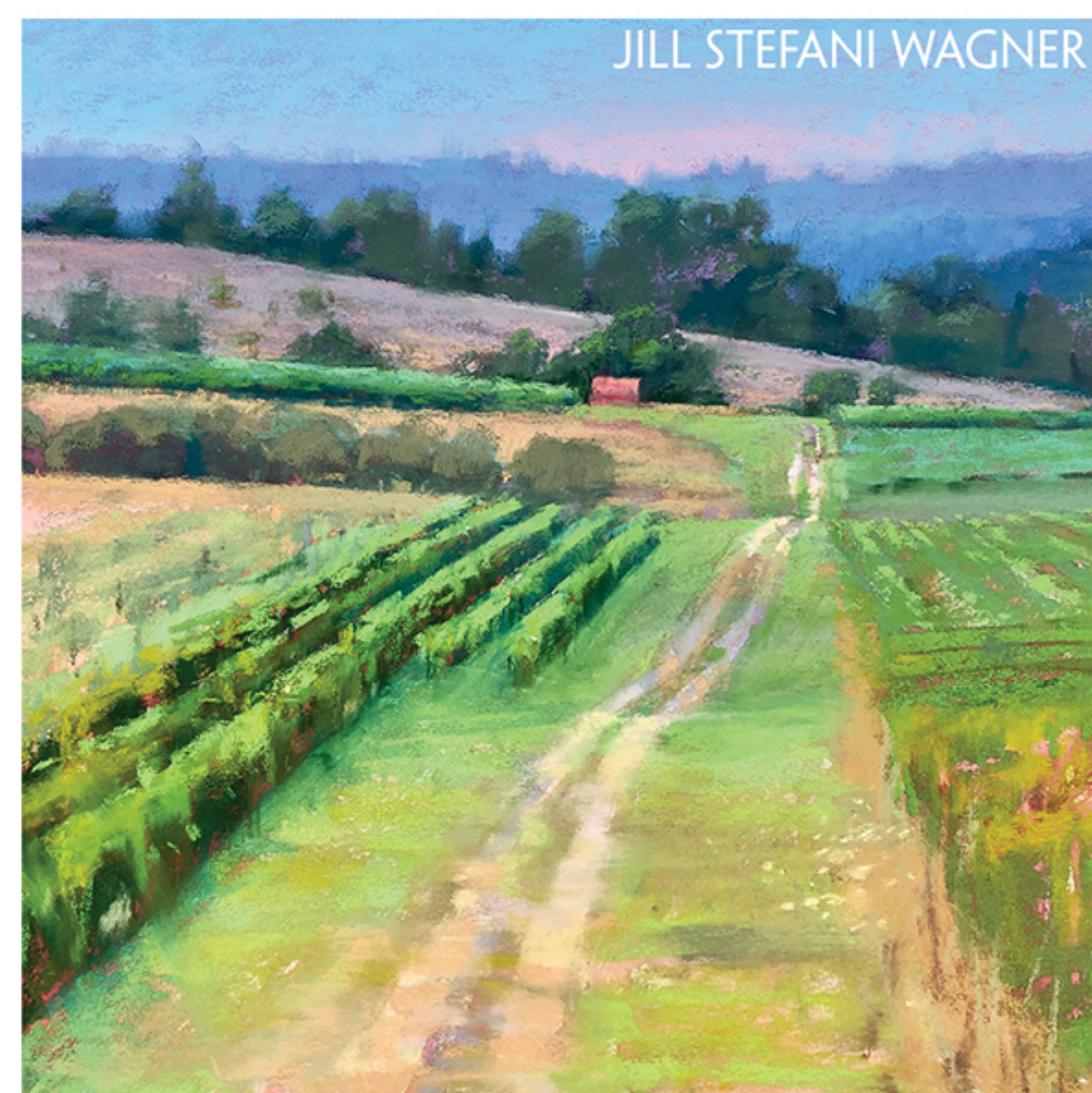
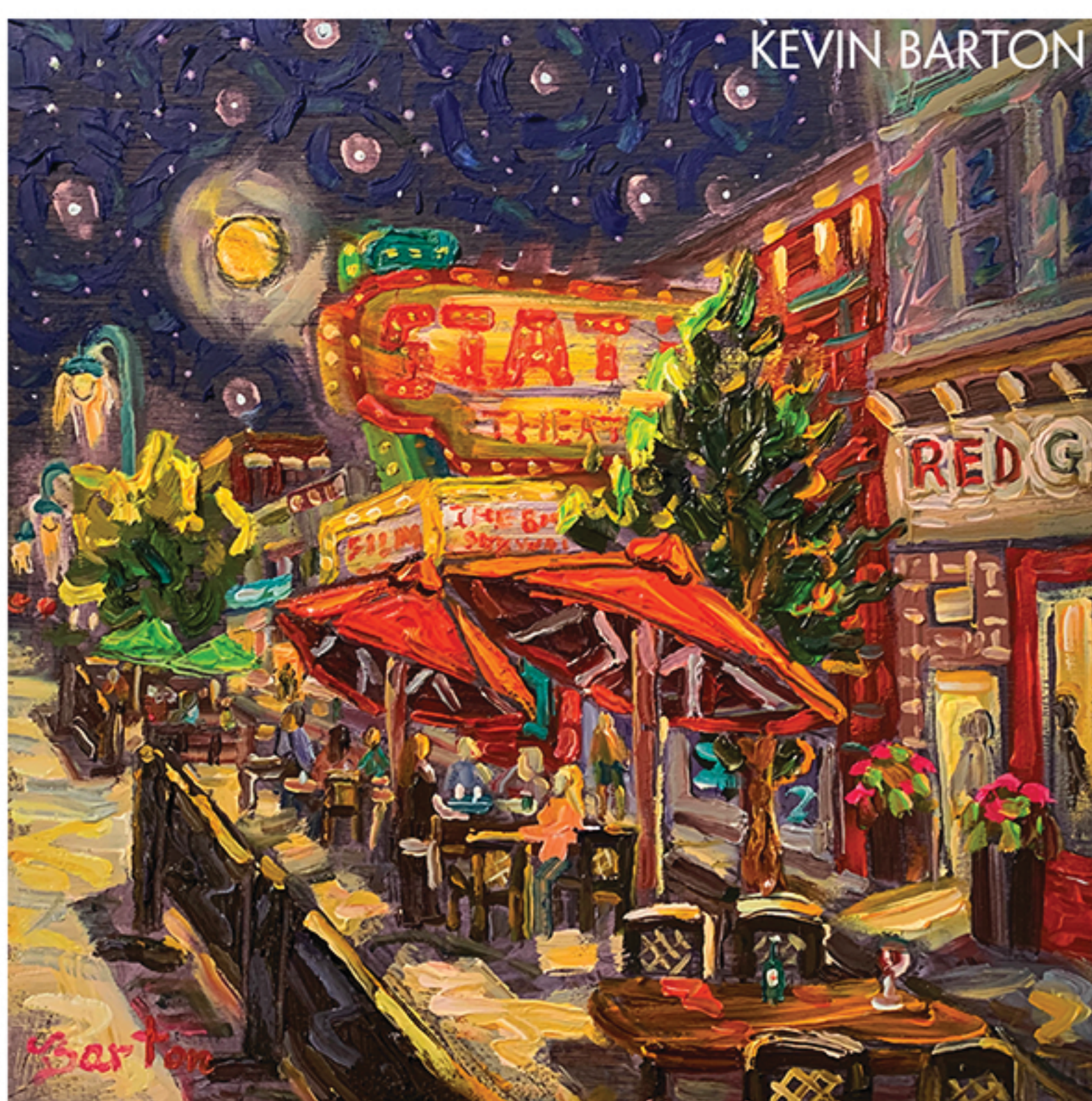
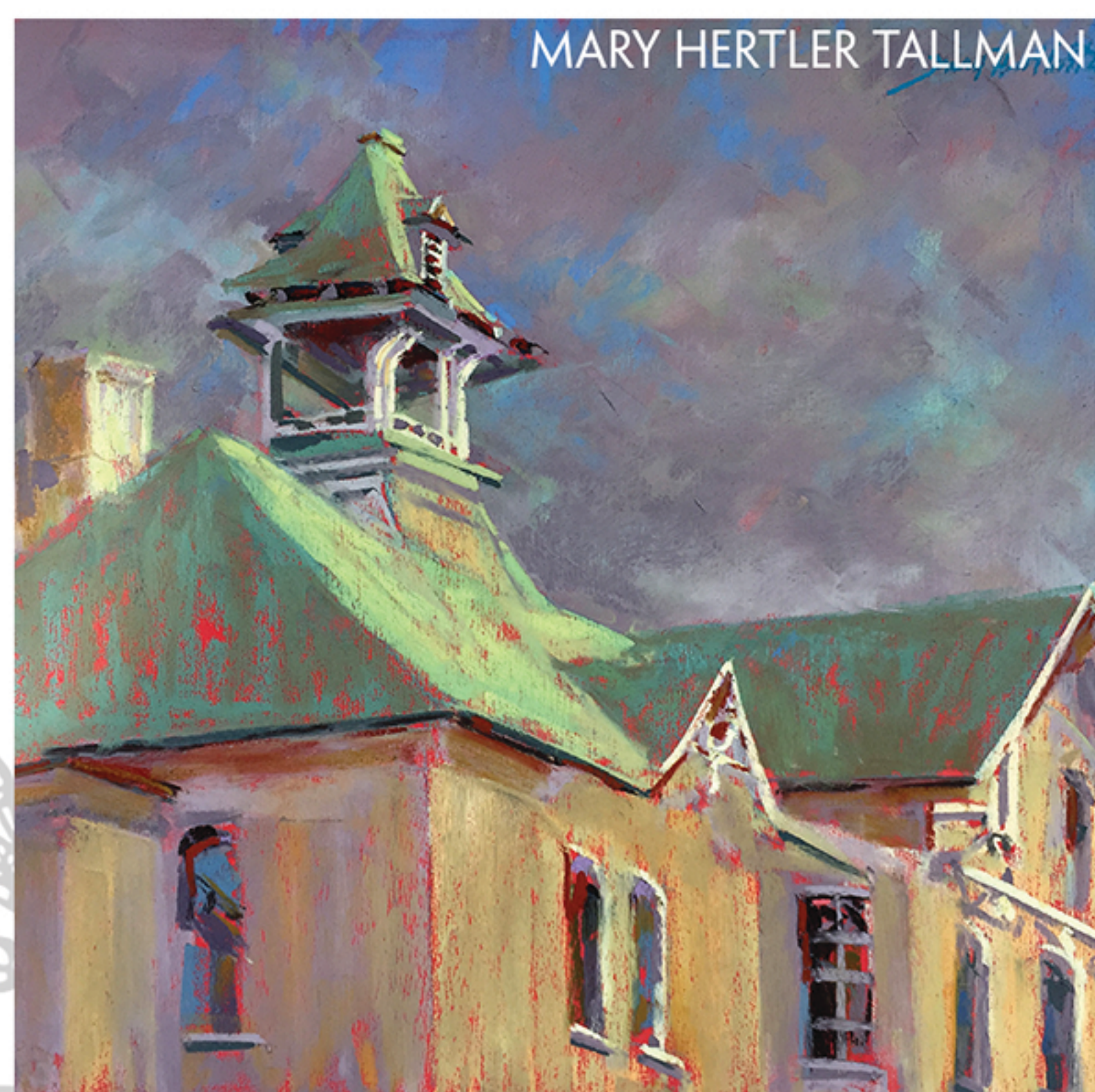
Sponsoring a purchase award is your ticket to shop the Paint Grand Traverse juried collection before the general public! Show your support for the arts, and add original, high quality artwork to your home or business.

A purchase award is a pledge to purchase art, and can be sponsored by individuals or organizations. Purchase award sponsors have the first right to view and select artwork, and demonstrate the community's commitment to supporting the arts in Northern Michigan.

The PGT juried collection includes over 200 paintings by our 40 featured artists, including scenes from Traverse City, Old Mission Peninsula, Leelanau, and Sleeping Bear Dunes painted during the week of August 9-14.

- Reservations for you and your guest at the Purchase Awards Reception on Saturday, August 14 from 5:00-6:00pm.
- After the Purchase Awards Reception, stay for the Collectors Gala & Benefit from 6:00-8:00pm, and enjoy a strolling dinner, refreshments, live music, and awards presentation.
- Your name/logo on gallery wall signage, in the Paint Grand Traverse full-color catalog (**if reserved by July 23**), email newsletter (10,000+), and website.

**Prices for paintings start at \$400. If the purchase award sponsorship exceeds the price of the painting, the balance will support CTAC's year-round arts programming as a tax-deductible donation.*





FEATURED LOCATIONS

Featured Painting Locations: \$250 (9 available)

You provide the scenery, we'll provide the talent! Each afternoon, three special locations will host 4-6 of our featured artists. Your guests and customers can watch as new masterpieces come to life before their eyes, and your establishment and its views will be immortalized on canvas by outstanding professional artists! And we'll also market your place to art collectors and fans who are following the artists.

In addition, your establishment will be:

- Listed in the full-color PGT catalog (2,500) (**if reserved by 7/23**).
- Listed with link in at least two e-blasts (10,000+).
- Listed with link on the PGT and CTAC websites.
- Tagged in social media posts promoting artists' appearance at your location.

Available Areas

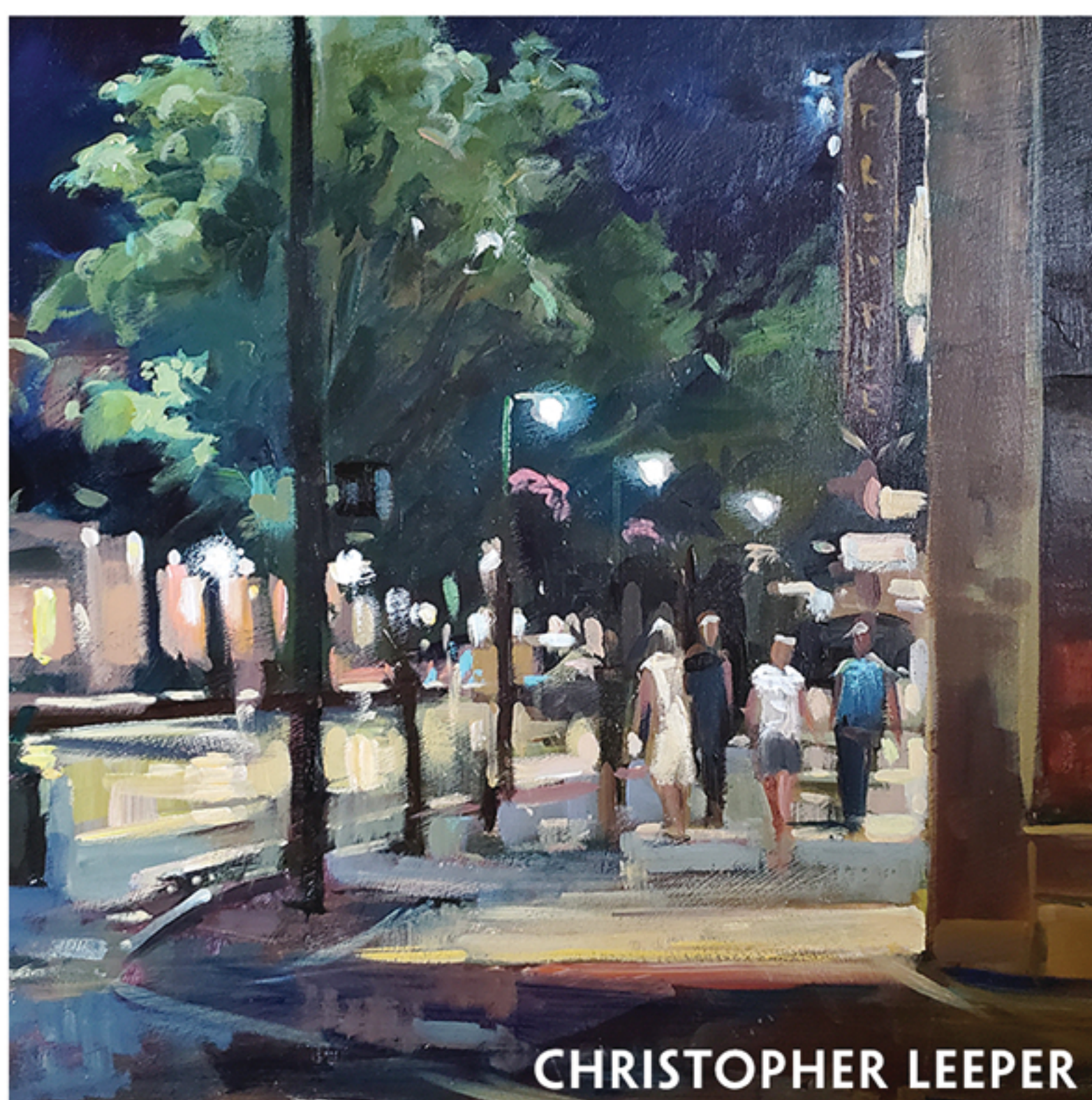
Tuesday, August 10: Leelanau County - **1 available**

Thursday, August 12: Old Mission Peninsula - **1 available**

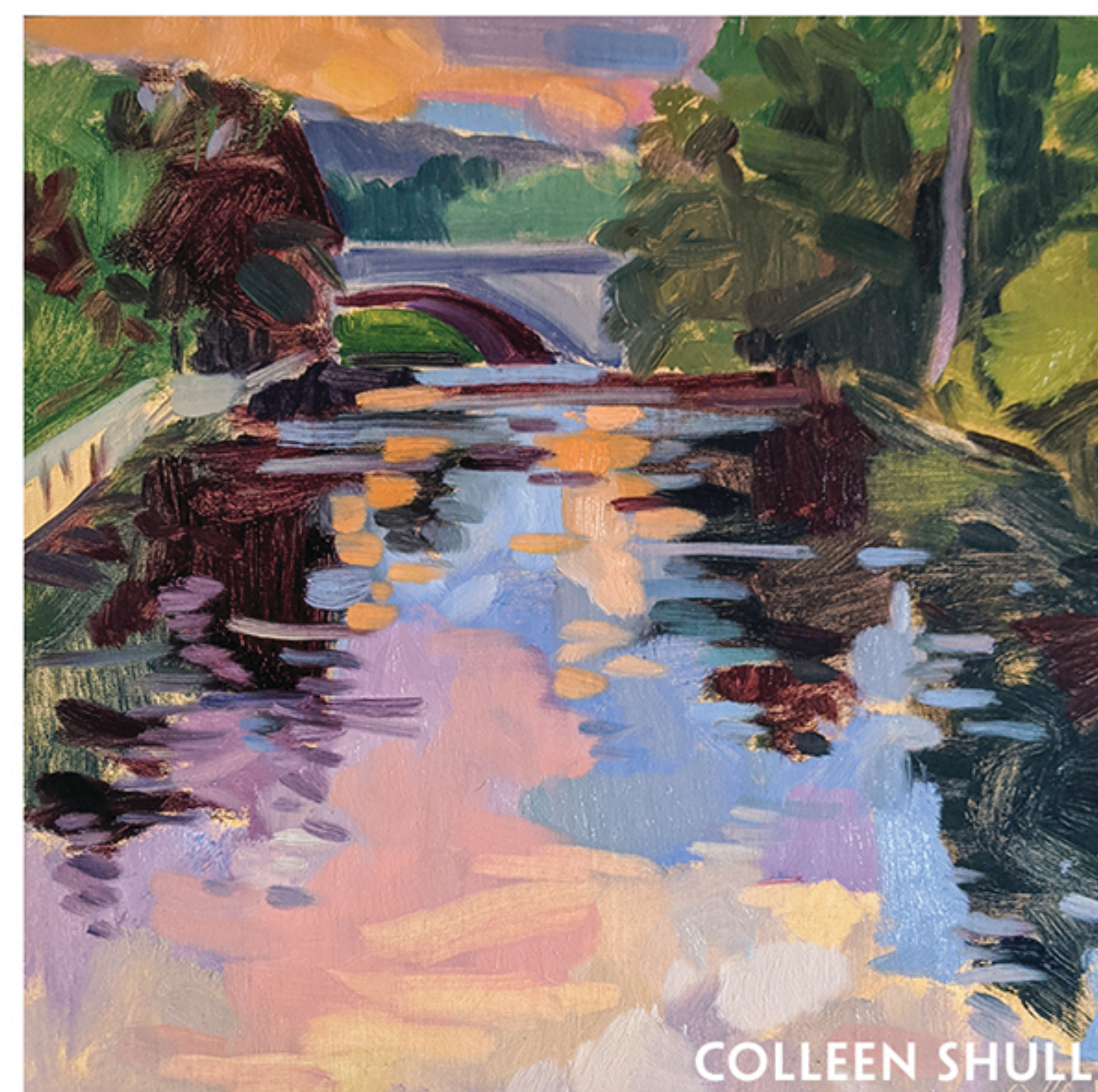
Friday, August 13: Traverse City - **2 available**



MARK MEHAFFEY



CHRISTOPHER LEEPER



COLLEEN SHULL