

# CREATE SUPPORT SUSTAIN



C O R P O R A T E  
S P O N S O R S H I P  
O P P O R T U N I T I E S



SEBASTOPOL CENTER FOR THE ARTS CREATING SUSTAINABLE PARTNERSHIPS THAT SUPPORT ART + CULTURAL CONNECTIONS

## CORPORATE SPONSORSHIPS



Sebastopol Center for the Arts (SebArts) cultivates creativity and inspires appreciation for the arts only with the help of our sponsors. Corporate sponsorship helps to promote and present artists on local, national and international levels, and plays a vital role in our programming.

Sponsors receive the benefits of helping art and artists thrive while enjoying broadened visibility through our extensive marketing and public relations efforts.

Sponsorship of SebArts is available at various levels. Each level presents unique opportunities that benefit our exhibitions, programs and events, as well as building your brand as a key supporter of art in our community. Connecting your business with like-minded people and creative communities drives traffic to your website, and draws new customers to your products and services.

Partnership and collaboration is the cornerstone of our core values. Mutually-beneficial opportunities for marketing, volunteerism and recognition help to serve the community and enable SebArts to create and sustain meaningful programs and classes. As our partner, you are transforming the wellness, equity and cultural connections in our community through art. Your contribution is essential to our artists and art enthusiasts alike.

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### TO EXPLORE SPONSORSHIP OPPORTUNITIES:

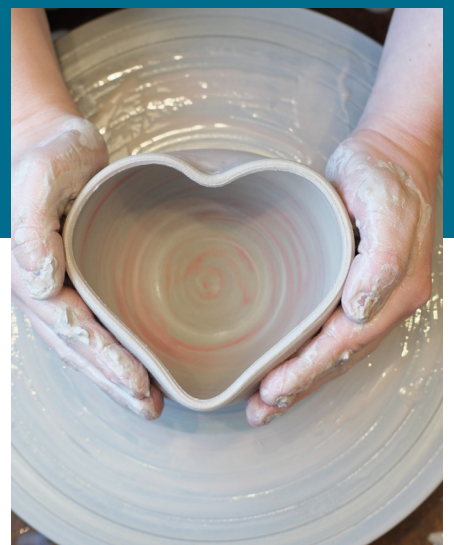
**Laura Barber**, *Advancement Director*

707.829.4797 x1005 | [lbarber@sebarts.org](mailto:lbarber@sebarts.org)

**Serafina Palandech**, *Executive Director*

707.829.4797 x1007 | [spalandech@sebarts.org](mailto:spalandech@sebarts.org)

WE  
MAKE  
A  
GREAT  
TEAM



A photograph of three women of diverse ages and ethnicities smiling and working together in a studio. The woman on the left is older with grey hair, the woman in the middle is a young Black woman, and the woman on the right is a young woman with vibrant red hair and glasses. They are gathered around a piece of white ceramic, with the older woman using a brush to work on it. The background is a simple, light-colored wall.

AS OUR PARTNER, YOU  
ARE TRANSFORMING THE  
WELLNESS, EQUITY +  
CULTURAL CONNECTIONS  
IN OUR COMMUNITY

## SUPPORTING MEANINGFUL ART EXPERIENCES

STATE-OF-THE-ART EXHIBITIONS AWARD-WINNING OPEN STUDIO PROGRAMS

IMMERSIVE CLASSES ACADEMY AWARD® QUALIFYING DOCUMENTARY FILM FESTIVAL

FULLY-EQUIPPED CERAMICS STUDIO CURATED PROGRAMS + EVENTS

# LEVELS OF OPPORTUNITY

## ► \$1,000 EXPLORER

- Recognition in SebArts media outlets including digital, print and social media
- Listed on SebArts sponsor web page with link
- Listed on sponsor wall at SebArts
- 2 Individual-level membership cards
- Members receive 10% discount in the gallery store and discounts on lectures, tours and programs



## ► \$2,500 DISCOVERER

- Recognition in SebArts media outlets including digital, print and social media
- Listed on SebArts sponsor web page with link
- Listed on sponsor wall at SebArts
- Sponsor spotlight on SebArts social media and one weekly newsletter
- Recognition on sponsor reel at Sebastopol Documentary Film Festival screenings
- 1/4 page ad in one of the open studios catalogs, distributed to 100,000 households including 30,000 *Sonoma Magazine* subscribers
- 4 Individual-level membership cards
- Members receive 10% discount in the gallery store and discounts on lectures, tours and programs



## ► \$5,000 INNOVATOR

- Recognition in SebArts media outlets including digital, print and social media
- Listed on SebArts sponsor web page with logo and link
- Listed on sponsor wall at SebArts
- Sponsor spotlight on SebArts social media and one weekly newsletter
- Recognition on sponsor reel at Sebastopol Documentary Film Festival screenings and the North Star Gala
- 1/4 page ad in both Art at the Source and Art Trails open studios catalogs, distributed to 100,000 households including 30,000 *Sonoma Magazine* subscribers
- 2 tickets to the North Star Gala
- 8 Individual-level membership cards
- Members receive 10% discount in the gallery store and discounts on lectures, tours and programs



## ► \$10,000 TRAILBLAZER

- Recognition in SebArts media outlets including digital, print and social media
- Listed on SebArts sponsor web page with logo and link
- Listed on sponsor wall at SebArts
- Sponsor spotlight on SebArts social media and one weekly newsletter
- Recognition on sponsor reel at Sebastopol Documentary Film Festival screenings and the North Star Gala
- 1/4 page ad in both Art at the Source and Art Trails open studios catalogs, distributed to 100,000 households including 30,000 *Sonoma Magazine* subscribers
- 4 tickets to the North Star Gala
- 10 Individual-level membership cards
- Members receive 10% discount in the gallery store and discounts on lectures, tours and programs

## ► \$15,000 ADVENTURER

- Recognition in SebArts media outlets including digital, print and social media
- Listed on SebArts sponsor web page with logo and link
- Listed on sponsor wall at SebArts
- Sponsor spotlight on SebArts social media and one weekly newsletter
- Recognition on sponsor reel at Sebastopol Documentary Film Festival screenings and the North Star Gala
- 1/4 page ad in both Art at the Source and Art Trails open studios catalogs, distributed to 100,000 households including 30,000 *Sonoma Magazine* subscribers
- 1 feature article in SebArts newsletter and website highlighting sponsor's involvement in the arts community
- 6 tickets to the North Star Gala
- 15 Individual-level membership cards
- Members receive 10% discount in the gallery store and discounts on lectures, tours and programs

## ► \$25,000 PACESETTER

- Recognition in SebArts media outlets including digital, print and social media
- Listed on SebArts sponsor web page with logo and link
- Listed on sponsor wall at SebArts
- Sponsor spotlight on SebArts social media and one weekly newsletter
- Recognition on sponsor reel at Sebastopol Documentary Film Festival screenings and the North Star Gala
- 1/2 page ad in both Art at the Source and Art Trails open studios catalogs, distributed to 100,000 households including 30,000 *Sonoma Magazine* subscribers
- 1 feature article in SebArts newsletter and website highlighting sponsor's involvement in the arts community.
- 8 tickets to the North Star Gala
- Private event space to host 200 guests (*not including F&B, catering or bar*)
- 20 Individual-level membership cards
- Members receive 10% discount in the gallery store and discounts on lectures, tours and programs



## EXHIBITION SPONSORSHIP

Prominent brand recognition on all exhibition-related materials on-site, online and in print, including:

- Title wall at exhibition entrance
- Exhibition on SebArts.org with a link to the sponsor's website
- Recognition on SebArts social media channels
- Invitations to press preview, opening reception and other exhibition-related events
- Digital press materials and press releases
- Exhibition print and digital advertisements
- Exhibition marketing campaigns and member newsletter

**Additional exhibition sponsorship benefits for your clients and employees include:**

- Invitations to membership events
- Free admission for employees plus one accompanying guest
- Privilege of hosting private events at SebArts during exhibitions

## PROGRAM + EVENT SPONSORSHIPS

Prominent brand recognition on all event-related materials on-site, online, and in print, including:

- Invitations to the event
- Event page at SebArts.org
- Email marketing and event outreach campaigns
- On-site signage at the event
- Recognition on SebArts social media channels

**Additional program and events benefits for your clients and employees include:**

- Co-branded marketing and brand activations in conjunction with the event
- Product distribution at the event

### TO EXPLORE SPONSORSHIP OPPORTUNITIES:

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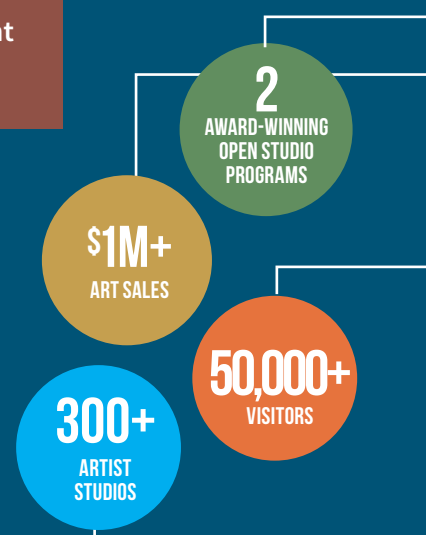
# NORTH STAR GALA

## \$115,000+ RAISED

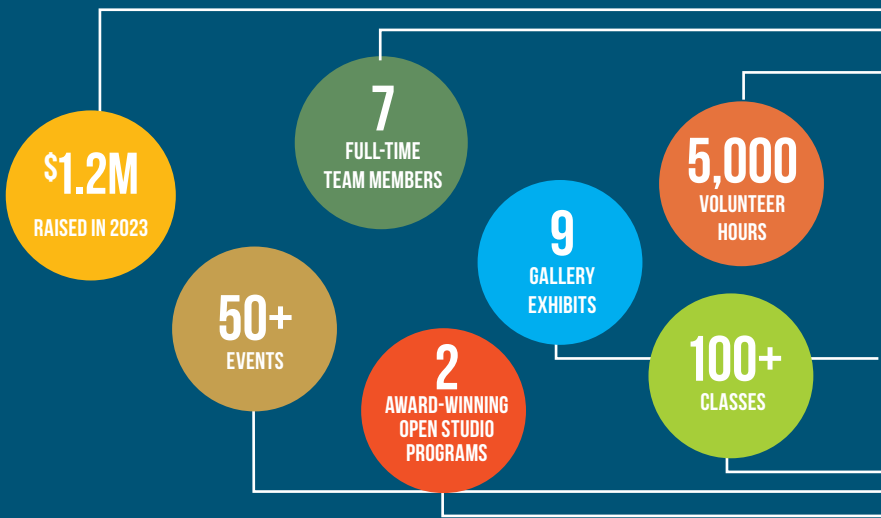
Our year ended with a sold-out Gala recognizing volunteers in our community who go above and beyond to support SebArts



## SONOMA COUNTY OPEN STUDIOS



# BY THE NUMBERS



## 2023 YEAR OF GROWTH

2023 was a year of growth for our organization. We raised an operating budget of over \$1.2M. We grew our team with a vibrant new Executive Director, Serafina Palandech, and added 7 full-time team members. We were generously provided with over 5,000 volunteer hours who helped us to produce 50+ events, 9 gallery exhibits, 100+ classes and 2 Sonoma County Open Studio tours.



## 67 YOUTH SUMMER CAMP ATTENDEES

Our Youth Summer Camps provided 67 of the community's children with a hands-on art exploration experience while heightening their appreciation for the natural world.

## PATIO MUSIC SERIES

We hosted over 300 guests throughout our Summer Sunday Patio series.



We helped local artists generate sales of over \$1M through Art at the Source and Art Trails. These open studio tours brought in over 50,000 local, regional and out-of-state guests to tour over 300 artists studios throughout Sonoma County in 2023.

## SEBASTOPOL DOCUMENTARY FILM FESTIVAL (SDFF)

SDFF Brought over 63 films to sold-out shows with over 2,000 attendees.

**2,000+**

SOLD-OUT  
SHOW  
ATTENDEES

**63**

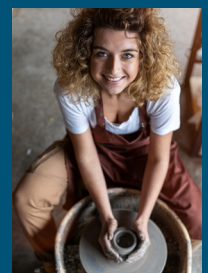
FILMS

**50+**

CERAMICS CLASSES  
IN OUR FULLY-  
EQUIPPED STUDIO

**150+**

CERAMICS STUDENTS  
STUDENTS OF ALL  
AGES + LEVELS



FLO  
URISH

BUILD



INNO  
VATE

MAKE



SEBARTS.ORG

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