Art Starts Here gala
July 30, 2020

Every year, the Art Starts Here gala kicks off the Park City Kimball Arts Festival weekend. Together, these two fundraising events bring our community together for four days of inspiration, creation, and education.

Sponsorship support allows Kimball Art Center to provide critical art education in Utah schools, free exhibitions featuring world-renowned artists, and a host of essential services, programs, and amenities for our community.

As a sponsor of the Art Starts Here gala, you have the opportunity to promote your brand to an exclusive audience of community leaders, arts advocates, second home owners, Fortune 500 CEOs, and more.
2020 sponsorship opportunities

title sponsor

art starts here™
gala
kimballartcenter

title sponsor
As the **TITLE SPONSOR**, you’re the umbrella that covers both the Art Starts Here gala **AND** the 51st annual Park City Kimball Arts Festival. Your sponsorship includes maximum branding opportunities and benefits at both events, which are outlined in the Park City Kimball Arts Festival deck.

**Title Sponsor**

One available - $150,000

**Traditional Advertising and Media**

- Recognized as the Title Sponsor on all paid advertising and PR-driven media, including:
  - Broadcast
  - Print
  - Direct mail
- Option to participate in media interviews related to Arts Fest
- Key messages, company name, and quote from representative included in official press release, distributed nationally
Title Sponsor
One available - $150,000

Electronic Advertising
- Logo placement and company acknowledgment on all digital promotions, including:
  - Optimized programmatic ads targeting key demographics, categories, behaviors, and markets
  - Banner ads for display and social media
  - YouTube, Facebook, and Instagram promotional videos
  - Google AdWords
  - Sponsorship banner on Park City Kimball Arts Festival website home page linking to sponsor’s site
- June, July (x2), and August Kimball Art Center e-newsletters, reaching 52,000 + Kimball Art Center supporters and past Festival attendees

On-site Brand Awareness
- Large Festival footprint (up to 1,000 square feet) with customizable onsite activation and promotion to meet Title Sponsor’s goals
- Logo with naming rights as the Title Sponsor of the 51st annual Park City Kimball Arts Festival in all Kimball Art Center provided assets, including:
  - Festival signage on 72 lampposts along Main Street (placed a minimum of two weeks prior to event)
  - Signage at multiple entrance points, artist, VIP, and volunteer lounges, music stages, and throughout the Festival
  - Branded VIP shuttle
  - Branded Festival golf carts
  - Full-color logo on step & repeat photo backdrop
  - Best of show banners
  - Festival map
  - Artists’ booth signage
  - Festival credentials for artists, VIPs, staff, sponsors, media, and volunteers
  - Staff and volunteer t-shirts
  - Volunteer bags
- Co-presentation of “Best of Show” awards
Title Sponsor
One available - $150,000

Event Hospitality Assets
- 50 fully transferable VIP lounge credentials for entire three-day Festival
- 20 passes to mingle with artists, donors, and selected VIP guests at a private apres Arts Fest reception
- 10 dedicated Festival parking spots in China Bridge Garage
- 20 offsite reserved parking spots with VIP shuttle service to Main Street
- Exclusivity within sponsor’s business category, i.e. finance, healthcare, automotive, etc.

Additional Kimball Art Center Benefits
- Corporate Membership with Kimball Art Center
- Complimentary event rental of the Kimball Art Center gallery
- Private curator-led tour of exhibition of sponsor’s choice

Art Starts Here gala Title Sponsorship Benefits
- Logo placement and company acknowledgment on all gala promotional materials, including:
  — Invitations
  — Program
  — Menus
  — Social media ads targeting key demographics, categories, behaviors, and markets
  — Facebook, and Instagram promotional videos
  — Sponsorship banner on gala web page linking to sponsor’s site
  — Banner on gala bidding site
  — June, July (x2), and August Kimball Art Center e-newsletters, reaching 52,000 + Kimball Art Center supporters and past Festival attendees
  — Premium table location at gala, 10 seats
  — Prominent logo placement throughout gala, including silent auction tables, patron tables, auction paddles, large-screen presentation, art wall and stage presence
  — Full-color logo on step & repeat photo backdrop
  — Key messages, company name, and sponsorship acknowledgment from speaker’s during event

Additional branding and promotional opportunities are available at sponsor’s request and expense. These include:
- Street-level branding on staircases and roadway*
- Marketing materials in VIP Lounge, VIP shuttles, and Festival information booth
- Reserved parking spots allocated to sponsor*
- Gift items in volunteer &/or artist bags
- Additional signage throughout Festival*
- Opportunity to provide branded gift to all gala attendees
- Live &/or silent auction items

*All artwork, dimensions, and desired locations of signage must be submitted to Kimball Art Center by May 15 to be considered for approval by City Council. Signage requests not submitted by this date may not be included in Kimball Art Center’s signage plan and cannot be guaranteed. Production, installation, and removal of additional signage is the responsibility of the sponsor.
Presenting Sponsor
Two available - $25,000

As a **PRESENTING SPONSOR**, you’ll enjoy industry exclusivity and a number of highly visible promotional opportunities before and at the Art Starts Here gala. Kimball Art Center’s creative team will work with the Presenting Sponsor to customize sponsorship and on-site activation to achieve the sponsor’s goals. Other perks include:

- Recognized as a Presenting Sponsor on all promotional gala materials
- Key messages, company name, and sponsorship recognition from speaker’s during event
- Logo placement and company acknowledgment on:
  - Promotional videos and posts on Kimball Art Center social media channels
  - Mobile bidding platform
  - Premium placement on Kimball Art Center website
  - Kimball Art Center e-newsletters
- Full-page, full-color ad in gala program
2020 sponsorship opportunities

• Prominent logo placement throughout gala on:
  — Silent auction tables
  — Program
  — Patron tables
  — Auction paddles
  — Online bidding platform
  — Large-screen presentation
  — Menus
  — Step-and-repeat photo backdrop
• Premium table for 10
• Exclusivity within sponsor’s business category, i.e. finance, healthcare, automotive, etc.
• 10 fully transferable VIP lounge credentials for the Park City Kimball Arts Festival
• Corporate Membership with Kimball Art Center
• Opportunity to provide branded gift to all gala attendees
• Additional recognition for sponsor-provided donation of live &/or silent auction item(s)

Presenting Sponsor
Two available - $25,000

First Course
Smoky Farm greens, Red Rock polenta
and bacon crumbles with maple vinaigrette
house-made wood-fired
dand black pepper balsamic with cayenne compound butter
easy-peel grilled Honey Mountain green
with green apple chutney

Main Course
Steak River Farms Wagyu skirt steak
with grilled onions/Smoky lady
creamy potatoes with Heber Valley cheddar

Dessert
Avocado panna cotta with walnut/chocolate mousse,
cut-up olive oil, flower petals and dessert sauce
usually made Public coffee & Tarbuck tea service
Leading Sponsor
Three available - $10,000

As a **LEADING SPONSOR**, you’ll enjoy a number of highly visible promotional opportunities before and at the Art Starts Here gala. Benefits include:

- Recognized as a Leading Sponsor on all gala promotional materials
- Sponsorship recognition from speaker’s during event
- Logo placement and company acknowledgment on:
  - Kimball Art Center social media channels
  - Mobile bidding platform
  - Kimball Art Center website
  - Kimball Art Center e-newsletters
- Half-page, full-color ad in gala program
- Logo placement during gala on:
  - Gala program
  - Online bidding platform
  - Large-screen presentation
  - Step-and-repeat photo backdrop
- Table for 10 guests at gala
- 6 fully transferable VIP lounge credentials for the Park City Kimball Arts Festival
- Opportunity to provide branded gift to all gala attendees
- Additional recognition for sponsor-provided donation of live &/or silent auction item(s)
contributing sponsor
Contributing Sponsor
Four available - $5,000

As a CONTRIBUTING SPONSOR, you’ll enjoy a number of promotional opportunities before and at the Art Starts Here gala. Benefits include:

- Recognized as a Contributing Sponsor on gala promotional materials
- Sponsorship recognition from speaker’s during event
- Acknowledgment on or in the following:
  - Mobile bidding platform
  - Kimball Art Center website
  - Gala program
  - Large-screen presentation
- Table for 10 guests at gala
- 2 fully transferable VIP lounge credentials for the Park City Kimball Arts Festival
- Opportunity to provide branded gift to all gala attendees
- Additional recognition for sponsor-provided donation of live &/or silent auction item(s)
2020 sponsorship opportunities

As a PARTICIPATING SPONSOR your Art Starts Here gala benefits include:

- Logo placement and company acknowledgment on or in the following:
  - Mobile bidding platform
  - Gala program
- 4 tickets to the Art Starts Here gala
- Opportunity to provide branded gift to all gala attendees
- Additional recognition for sponsor-provided donation of live &/or silent auction item(s)

Participating Sponsor
Six available - $2,500
custom sponsorship opportunities
Kimball Art Center is happy to customize an in-kind sponsorship agreement for goods or services we would otherwise have to pay for. If you’re part of a foundation or businesses, or an individual able to underwrite or provide a specific service, need, or amenity listed below, we’d love to work with you.

Our creative team will work with you to customize your exposure appropriate to the level of your donation. Our accounting team will work with you to determine the portion of your sponsorship that is tax deductible.

In-kind needs for the Art Starts Here gala include:

- Alcohol including wine, beer, and hard spirits
- AV and tech support
- Live music
- Event décor
- Furniture rental
- Floral
- Valet
- Graphic design
- Printing