Connecting Creative Communities

SPONSOR DECK

ArtWalkSanDiego.org | @ArtWalkSD | #ArtWalkSD
ABOUT OUR EVENTS

Connecting Creative Communities
For 38 years, ArtWalk San Diego has been transforming public spaces into impressive outdoor fine art galleries. Our juried shows attract artists from the US, Mexico, Australia, Asia and Europe, offering art for the seasoned collector as well as the first-time buyer. These events attract up to 100,000 affluent, well-educated attendees and are consistently voted San Diego’s top art events in local publications.

Celebrations of both visual and performing arts, our festivals feature musical and dance performances by some of San Diego’s top performers. Many artists create works of art during the festival and provide live demos for the audience. More than just a display of creativity, each ArtWalk event aims to immerse attendees in an artistic experience.

Dedicated Volunteers
More than 400 volunteers donate their time each year to ensure each event’s success and help to create an enjoyable experience for everyone involved. Many ArtWalk volunteers return year after year because of the event's friendly environment and the rewarding experience of rubbing elbows with world-renowned artists, among many other perks!

Supporting Local Business
ArtWalk’s three annual 2-day events contribute more than $2 million to the local economy and support more than 20 participating non-profit organizations. The Arts Partnership program also gives local businesses the opportunity to utilize ArtWalk’s year-long marketing campaign to help drive foot traffic to their storefronts, especially during our event days.
ANNUAL FINE ART FESTIVALS

QUICK FACTS

April 30 & May 1, 2022

Little Italy, San Diego
- 100k Attendees
- 350+ Artists
- 30+ Music Performances
- 25+ Dance Performances
- 15+ Food Vendors

August 6 & 7, 2022

Point Loma, San Diego
- 30k Attendees
- 250+ Artists
- 15+ Music Performances
- Beer & Wine Garden
- 10+ Food Vendors

September 24 & 25, 2022

Armada Dr., Carlsbad
- 20k Attendees
- 150+ Artists
- 10+ Music Performances
- (2) Beer & Wine Gardens
- 10+ Food Vendors

2022 Dates
- June 12th
- July 10th
- June 26th
- July 24th

Little Italy, San Diego
- 10k Per Weekend
- 30 Artists
- Upscale Music Performances
- Limit (4) Corporate Sponsors
- Surrounding Little Italy Restaurants

ArtWalk provides a year-long opportunity to connect with a wide range of attendees from all over San Diego County.
ATTENDEE DEMOGRAPHICS

60% Female attendees
40% Male attendees
$100k+ Over 30% of attendees earn more than $100k annually
70% Attendees with Bachelor’s degree or higher
58% Percentage of attendees age 37 or older

ArtWalk events welcome an affluent, well-educated demographic, while incorporating San Diego’s premier dining and art scenes. Being part of ArtWalk events offers you an unsurpassed opportunity to connect with San Diego County communities and get your brand in front of thousands of people in your target market.
## ADVERTISING & PUBLICITY

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
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<tbody>
<tr>
<td>ArtWalk 6-page Brochure</td>
<td>75,000 distributed in local newspapers, SD Union-Tribune and Partner retail locations</td>
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<tr>
<td>Digital Marketing</td>
<td>Monthly Newsletter - 10k subscriber list</td>
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<tr>
<td>Print Advertising</td>
<td>San Diego Union-Tribune x 4</td>
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<td>San Diego Magazine - Full-page ad</td>
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<td></td>
<td>Downtown News</td>
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<td>Uptown News</td>
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<td>Gay &amp; Lesbian Times</td>
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<tr>
<td>Broadcast Advertising</td>
<td>Numerous commercial spots on COX, CBS and CW6</td>
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<tr>
<td>Radio Advertising</td>
<td>300 plus commercial spots on KPBS</td>
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<tr>
<td>Postcards</td>
<td>40,000- distributed throughout San Diego County</td>
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<td>Posters</td>
<td>500- distributed throughout San Diego County</td>
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<td>Outdoor Signage</td>
<td>Lamppost Banners, Street Spanning Banner, Road Graphics</td>
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<td>Social Media</td>
<td>23,500 Facebook followers</td>
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<td>8,500 Twitter followers</td>
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<td>6,000 Instagram followers</td>
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<td>Print Publication Coverage Highlights</td>
<td>SD Union-Tribune</td>
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<td>Modern Luxury Magazine</td>
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<td>Ranch &amp; Coast</td>
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<td>Westways</td>
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<td>San Diego Family Magazine</td>
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<td>Broadcast Coverage Highlights</td>
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<td>NBC  KPBS</td>
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<td>Online Coverage Highlights</td>
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<td>San Diego Union-Tribune</td>
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<td>San Diego Tourism Authority</td>
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More than 75% of our sponsors have been supporters for six or more years. ArtWalk events provide an enormous audience for brand activation.
SPONSOR ACTIVATION EXAMPLES

MISSION FED - INTERACTIVE MURAL

BOOCHCRAFT - 21+ SAMPLING

NAKED JUICE - SAMPLING

NISSAN - SHOWING & TEST DRIVE

SUBARU - “ART CAR”

COX - VR PAINTING
OUR VISION

ArtWalk San Diego’s purpose is to bring fine art out into the open, showcased in an accessible, fun festival format, encouraging attendees to support our creative community. We embrace inclusivity and diversity, and strive to produce a welcoming environment where creativity flourishes.

NON-PROFILE PARTNER SUPPORT

ArtReach

ArtReach, co-founded by the ArtWalk team, is a not-for-profit 501c3 organization that takes professional visual artists into elementary schools county-wide, to deliver high quality art education workshops in schools that have no art resources.

ArtWalk is proud to support the ArtReach cause at every event. Through our Artist Give Back program, participating artists can donate a percentage of each sale to the organization, and donated activation space provides ArtReach with creative opportunities for fundraising. Bringing art education back into schools is an important mission that will continue to bring new creativity to our community.
CONTACT US

Our team is happy to coordinate an in-person or virtual consultation with your brand representatives to curate a custom-tailored sponsorship package. Whether it be a demo, product sampling, showcase, or one of our well-known custom art-related incentives, we are excited to work with you to create your ideal activation.

Please feel free to reach us via contact info below:

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WE LOOK FORWARD TO YOUR ACTIVATION!

ArtWalkSanDiego.org | @ArtWalkSD | #ArtWalkSD