ABOUT OUR EVENTS

For 39 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 Businesses
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 Parnership 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.
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.
<table>
<thead>
<tr>
<th>ADVERTISING &amp; PUBLICITY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ArtWalk 6-page Brochure</strong></td>
</tr>
<tr>
<td><strong>Digital Marketing</strong></td>
</tr>
</tbody>
</table>
| **Print Advertising** | San Diego Union-Tribune x 4  
                          San Diego Magazine - Full-page ad  
                          Downtown News  
                          Uptown News  
                          Gay & Lesbian Times |
| **Broadcast Advertising** | Numerous commercial spots on COX, CBS and CW6 |
| **Radio Advertising** | 300 plus commercial spots on KPBS |
| **Postcards** | 40,000 - distributed throughout San Diego County |
| **Posters** | 500 - distributed throughout San Diego County |
| **Outdoor Signage** | Lamppost Banners, Street Spanning Banner, Road Graphics |
| **Social Media** | 24,000 Facebook followers  
                      8,500 Twitter followers  
                      7,500 Instagram followers |
| **Print Publication Coverage Highlights** | SD Union-Tribune  
                                            Modern Luxury Magazine  
                                            Ranch & Coast  
                                            SD Reader  
                                            Westways  
                                            San Diego Family Magazine  
                                            San Diego Magazine  
                                            There Magazine  
                                            Pacific Magazine  
                                            Downtown News  
                                            There Magazine |
| **Broadcast Coverage Highlights** | ABC  
                                CBS  
                                KUSI  
                                91X  
                                Fox 5  
                                KoGo  
                                KFM - BFM  
                                Televisa  
                                NBC  
                                KPBS  
                                KSDY  
                                CW San Diego |
| **Online Coverage Highlights** | ABC  
                                CBS  
                                Fox 5  
                                There Magazine  
                                KPBS  
                                KUSI  
                                San Diego Magazine  
                                San Diego Union-Tribune  
                                San Diego Tourism Authority |
PAST & CURRENT ARTWALK SPONSORS

MISSION FED CREDIT UNION

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

NISSAN - SHOWING & TEST DRIVE

BOOCHCRAFT - 21+ SAMPLING

SUBARU - “ART CAR”

NAKED JUICE - SAMPLING

COX - VR PAINTING
# AVAILABLE SPONSORSHIP PACKAGES & PRICING

## SPONSOR LEVEL PER SHOW

<table>
<thead>
<tr>
<th>Package</th>
<th>SPONSOR LEVEL PER SHOW</th>
<th>BENEFITS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibitor</strong></td>
<td></td>
<td>- 10x10 Exhibitor Booth</td>
</tr>
<tr>
<td>AW Summer Series (4 shows)</td>
<td>$2k/event</td>
<td>- Provided tent, table and chairs</td>
</tr>
<tr>
<td>ArtWalk Carlsbad</td>
<td>$3k</td>
<td>- Logo on limited event signage</td>
</tr>
<tr>
<td>ArtWalk @ Liberty Station</td>
<td>$3k</td>
<td>- Logo inclusion on ArtWalk Event Guide</td>
</tr>
<tr>
<td>Mission Fed ArtWalk</td>
<td>$4.5k</td>
<td>- Link to Sponsor website on event website</td>
</tr>
<tr>
<td>All ArtWalk Events</td>
<td>$16k</td>
<td></td>
</tr>
<tr>
<td><strong>ArtWalk Partner</strong></td>
<td></td>
<td>- 10x20 Sponsor Booth (+ tent, table, chairs)</td>
</tr>
<tr>
<td>AW Summer Series</td>
<td>$3k/event</td>
<td>- Logo on all event signage</td>
</tr>
<tr>
<td>ArtWalk Carlsbad</td>
<td>$10k</td>
<td>- Logo listing on ArtWalk Event Guide</td>
</tr>
<tr>
<td>ArtWalk @ Liberty Station</td>
<td>$12k</td>
<td>- 2 dedicated social posts (30k followers)</td>
</tr>
<tr>
<td>Mission Fed ArtWalk</td>
<td>$15k</td>
<td>- Link to Sponsor website on event website</td>
</tr>
<tr>
<td>All ArtWalk Events</td>
<td>$35k</td>
<td>- (select benefits from lower tiers included)</td>
</tr>
<tr>
<td><strong>KidsWalk Presenting Sponsor</strong></td>
<td></td>
<td>- KidsWalk Presented by (Sponsor Name)</td>
</tr>
<tr>
<td>AW Summer Series</td>
<td>N/A</td>
<td>- Logo inclusion on broadcast media ads</td>
</tr>
<tr>
<td>ArtWalk Carlsbad</td>
<td>$10k</td>
<td>- 6 dedicated social posts (30k followers)</td>
</tr>
<tr>
<td>ArtWalk @ Liberty Station</td>
<td>$15k</td>
<td>- Banner ad in monthly ArtWalk newsletter (1yr)</td>
</tr>
<tr>
<td>Mission Fed ArtWalk</td>
<td>$20k</td>
<td>- Branded on-site VIP area</td>
</tr>
<tr>
<td>All 2-Day ArtWalk Events</td>
<td>$40k</td>
<td>- (select benefits from lower tiers included)</td>
</tr>
<tr>
<td><strong>Automotive or Stage Sponsor</strong></td>
<td></td>
<td>- Stage: Branding on all performance areas</td>
</tr>
<tr>
<td>AW Summer Series</td>
<td>N/A</td>
<td>- Automotive: Vehicle exhibit + Test drive launch</td>
</tr>
<tr>
<td>ArtWalk Carlsbad</td>
<td>$15k</td>
<td>- 20x20’ Exhibitor booth</td>
</tr>
<tr>
<td>ArtWalk @ Liberty Station</td>
<td>$20k</td>
<td>- Custom curated art-related incentive</td>
</tr>
<tr>
<td>Mission Fed ArtWalk</td>
<td>$25k</td>
<td>- (select benefits from lower tiers included)</td>
</tr>
<tr>
<td>All 2-Day ArtWalk Events</td>
<td>$50k</td>
<td></td>
</tr>
<tr>
<td><strong>Presenting Sponsor</strong></td>
<td></td>
<td>- ArtWalk Presented by (Sponsor Name)</td>
</tr>
<tr>
<td>AW Summer Series</td>
<td>$20k</td>
<td>- Logo inclusion on broadcast media ads</td>
</tr>
<tr>
<td>ArtWalk Carlsbad</td>
<td>$25k</td>
<td>- Custom-tailored 20’x40’ event activation</td>
</tr>
<tr>
<td>ArtWalk @ Liberty Station</td>
<td>$35k</td>
<td>- 10 VIP parking passes</td>
</tr>
<tr>
<td>Mission Fed ArtWalk</td>
<td>$45k</td>
<td>- (select benefits from lower tiers included)</td>
</tr>
<tr>
<td>All ArtWalk Events</td>
<td>$90k</td>
<td></td>
</tr>
<tr>
<td><strong>Title Sponsor</strong></td>
<td></td>
<td>- Sponsor name inclusion in Event title</td>
</tr>
<tr>
<td>AW Summer Series</td>
<td>$30k</td>
<td>- Spokesperson inclusion in broadcast media</td>
</tr>
<tr>
<td>ArtWalk Carlsbad</td>
<td>$40k</td>
<td>- Logo on all digital and print assets</td>
</tr>
<tr>
<td>ArtWalk @ Liberty Station</td>
<td>$50k</td>
<td>- Custom-tailored 40’x40’ event activation</td>
</tr>
<tr>
<td>Mission Fed ArtWalk</td>
<td>N/A</td>
<td>- Custom-tailored Interactive art activity</td>
</tr>
<tr>
<td>All ArtWalk Events</td>
<td>N/A</td>
<td>- (select benefits from lower tiers included)</td>
</tr>
</tbody>
</table>

* 1 available per event
New to 2023, ArtWalk San Diego is happy to host a brand new Italian cultural event, BellaVita, taking place on October 21 & 22, as a part of Italian Heritage Month. Key elements of BellaVita are chalk artists creating street paintings live before your eyes, Italian live music and an Italian wine garden. The event will take place in the heart of Little Italy, San Diego, attracting thousands of art lovers and tourists throughout the weekend.

**QUICK FACTS**

- **Little Italy, San Diego**
- **10,000 attendees**
- **40 live chalk artists**
- **Italian Music Performances**
- **Italian Wine Garden**
- **Italian Food Vendors**

**SPONSOR LEVELS AND BENEFITS**

We would be offering the same sponsor benefits that all our ArtWalk shows offer at the following levels:

- **Chalk Square Sponsor** - $1k
- **Exhibitor** - $3k
- **ArtWalk Partner** - $12k
- **Stage/Area Sponsor** - $20k
- **Presenting Sponsor** - $35k
- **Title Sponsor** - $50k

We receive hundreds of inquiries over the years about bringing live chalk art back to the district of Little Italy, so we are extremely excited to be able to host this type of event in the area, focusing on this beloved ancient art form.
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-PROFIT 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.

Feel free to reach us via the contact info below:

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Owner/Director
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E: curt@artwalksandiego.org

Steph Gittins
Operations Manager
M: 619.436.8713
E: steph@artwalksandiego.org

General Office
P: 619.615.1090
E: info@artwalksandiego.org
A: ArtWalk San Diego
2210 Columbia St.
San Diego, CA 92101

WE LOOK FORWARD TO YOUR ACTIVATION!

ArtWalkSanDiego.org | @ArtWalkSD | #ArtWalkSD