



Connecting Creative Communities

ArtWalkSanDiego.org

#ArtWalkSD
@ArtWalkSD

SPONSOR DECK

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 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.



QUICK FACTS



April 29 & 30, 2023

- Little Italy, San Diego
- 100k Attendees
- 350+ Artists

- 30+ Music Performances
- 25+ Dance Performances
- 15+ Food Vendors



August 5 & 6, 2023

- Liberty station, San Diego
- 30k Attendees
- 250+ Artists

- 15+ Music Performances
- Beer & Wine Garden
- 10+ Food Vendors



September 9 & 10, 2023

- Armada Dr., Carlsbad
- 20k Attendees
- 150+ Artists

- 10+ Music Performances
- (2) Beer & Wine Gardens
- 10+ Food Vendors



June 11 & 25, 2023
July 9 & 23, 2023

- Little Italy, San Diego
- 10k Per Weekend
- 30 Artists Per Weekend

- 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%

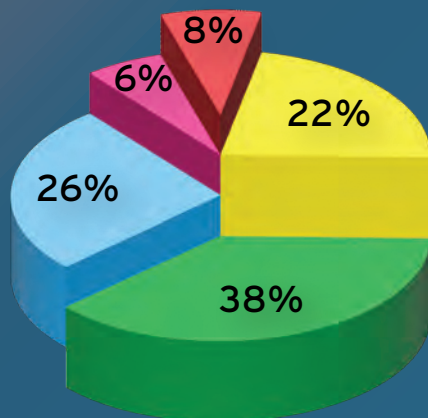
Attendees with Bachelor's degree or higher



58%

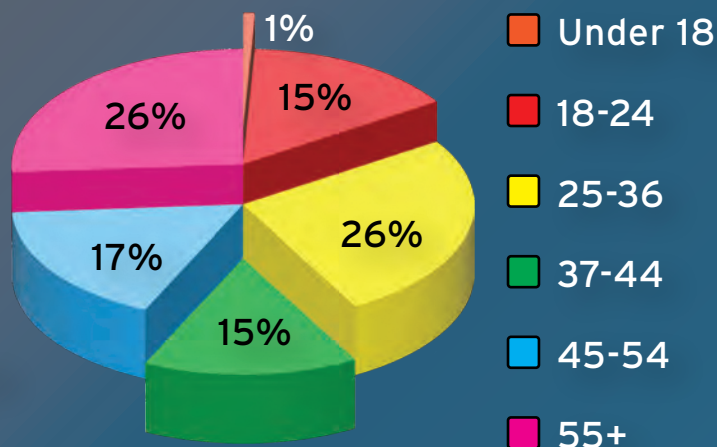
Percentage of attendees age 37 or older

EDUCATION

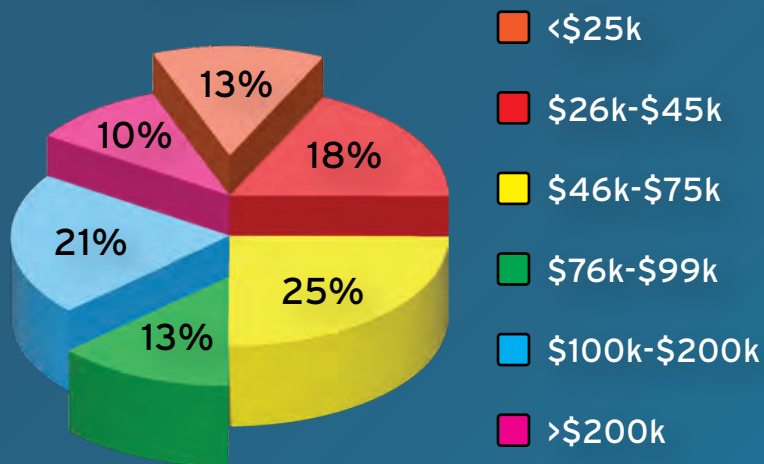


- High School
- Some College
- Bachelors Degree
- Masters Degree
- PhD+

AGE



INCOME



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

ArtWalk 6-page Brochure	75,000 distributed in local newspapers, SD Union-Tribune and Partner retail locations			
Digital Marketing	Monthly Newsletter - 10k subscriber list			
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	<div> <div> SD Union-Tribune Modern Luxury Magazine Ranch & Coast SD Reader Westways San Diego Family Magazine </div> <div> San Diego Magazine There Magazine Pacific Magazine Downtown News There Magazine </div> </div>			
Broadcast Coverage Highlights	ABC Fox 5 NBC	CBS KoGo KPBS	KUSI KFM - BFM KSDY	91X Televisa CW San Diego
Online Coverage Highlights	ABC KPBS San Diego Magazine	CBS KUSI	Fox 5 San Diego Union-Tribune San Diego Tourism Authority	There Magazine

PAST & CURRENT ARTWALK SPONSORS



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

Exhibitor

AW Summer Series (4 shows):	\$2k/event	>>>
ArtWalk Carlsbad:	\$3k	
ArtWalk @ Liberty Station:	\$3k	
Mission Fed ArtWalk:	\$4.5k	
All Annual ArtWalk Events:	\$16k	

ArtWalk Partner

AW Summer Series:	\$3k/event	>>>
ArtWalk Carlsbad:	\$10k	
ArtWalk @ Liberty Station:	\$12k	
Mission Fed ArtWalk:	\$15k	
All ArtWalk Events:	\$35k	

*KidsWalk Presenting Sponsor

AW Summer Series:	N/A	>>>
ArtWalk Carlsbad:	\$10k	
ArtWalk @ Liberty Station:	\$15k	
Mission Fed ArtWalk:	\$20k	
All 2-Day ArtWalk Events:	\$40k	

*Automotive or Stage Sponsor

AW Summer Series:	N/A	>>>
ArtWalk Carlsbad:	\$15k	
ArtWalk @ Liberty Station:	\$20k	
Mission Fed ArtWalk:	\$25k	
All 2-Day ArtWalk Events:	\$50k	

*Presenting Sponsor

AW Summer Series:	\$20k	>>>
ArtWalk Carlsbad:	\$25k	
ArtWalk @ Liberty Station:	\$35k	
Mission Fed ArtWalk:	\$45k	
All ArtWalk Events:	\$90k	

*Title Sponsor

AW Summer Series:	\$30k	>>>
ArtWalk Carlsbad:	\$40k	
ArtWalk @ Liberty Station:	\$50k	
Mission Fed ArtWalk:	N/A	
All ArtWalk Events:	N/A	

*** 1 available per event**

BENEFITS

-
- 10x10 Exhibitor Booth
 - Provided tent, table and chairs
 - Logo on limited event signage
 - Logo inclusion on ArtWalk Event Guide
 - Link to Sponsor website on event website

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- 10x20 Sponsor Booth (+ tent, table, chairs)
 - Logo on all event signage
 - Logo listing on ArtWalk Event Guide
 - 2 dedicated social posts (30k followers)
 - Link to Sponsor website on event website
 - (select benefits from lower tiers included)

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- KidsWalk Presented by (Sponsor Name)
 - Logo inclusion on broadcast media ads
 - 6 dedicated social posts (30k followers)
 - Banner ad in monthly ArtWalk newsletter (1yr)
 - Branded on-site VIP area
 - (select benefits from lower tiers included)

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- Stage: Branding on all performance areas
 - Automotive: Vehicle exhibit +Test drive launch
 - 20x20' Exhibitor booth
 - custom curated art-related incentive
 - (select benefits from lower tiers included)

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- ArtWalk Presented by (Sponsor Name)
 - Logo inclusion on broadcast media ads
 - Custom-tailored 20'x40' event activation
 - 10 VIP parking passes
 - (select benefits from lower tiers included)

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- Sponsor name inclusion in Event title
 - Spokesperson inclusion in broadcast media
 - Logo on all digital and print assets
 - Custom-tailored 40'x40' event activation
 - Custom-tailored Interactive art activity
 - (select benefits from lower tiers included)

BELLAVITA FEST



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



Italian Music Performances



10,000 attendees



Italian Wine Garden



40 live chalk artists



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 | • Stage/Area Sponsor - | \$20k |
| • Exhibitor - | \$3k | • Presenting Sponsor - | \$35k |
| • ArtWalk Partner - | \$12k | • 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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WE LOOK FORWARD TO YOUR ACTIVATION!

ArtWalkSanDiego.org | [@ArtWalkSD](https://www.instagram.com/ArtWalkSD) | [#ArtWalkSD](https://www.facebook.com/ArtWalkSD)