

CHAFFEE ART CENTER

Rutland Area Art Association



February 22, 2012

Dear Prospective Sponsor,

The Chaffee Art Center is pleased to announce its 51st Annual Art in the Park Fine Art & Craft Festivals for 2012. The August 2012 Festival has been voted a Top 10 Summer Event by the Vermont Chamber of Commerce. The Chaffee is currently looking for sponsors for the August 11-12 and October 6-7, 2012 shows.

Last year in honor of the 50th Anniversary Celebration, refinements were made to elevate the shows to become signature events for the Central Vermont area. Signage, advertising and marketing efforts were implemented to increase the number of high-end buyers in attendance and the number of new vendors representing a range of quality products. Volunteers wearing 50th anniversary t-shirts handed out commemorative bags at the event gate to remind attendees that they were a part of "Vermont's Oldest Continuing Arts Tradition." Full-color event programs were also handed out at the gates, which featured our very supportive sponsors. 2012 Exhibitors reported good sales and a high degree of satisfaction with the events. Art in the Park vendor Peter Huntoon shared, "Art in the Park 2011 was a success all the way around with exceptional weather, appreciative crowds, high quality art, and enthusiastic organization. We look forward to more of the same in 2012!"

Art in the Park Festivals are held in Main Street Park, at the Junction of Routes 4 & 7 in the heart of Rutland. This major crossroads in central Vermont provides a significant market for drive-by traffic. The show already brings traffic from the Central Vermont population with the addition of the tourists who travel Route 4 and 7, with estimated attendance of 8,000 to 10,000. Art in the Park has been named one of the "Sunshine Artist 200 Best," and voted Rutland Herald's *Best of the Best* in the category of the Best Arts Festival. Added value like food, music, craft demonstrations, and kids' activities are also offered.

Our success depends on the ongoing support of our generous sponsors. The enclosed Sponsor Benefits sheet will detail how you can be involved in our events. Show your support for the 51st Annual Art in the Park and our many craftspeople by returning the Sponsor Form with your sponsor contribution, tax deductible to the extent allowable under I.R.S. guidelines. Visit the Chaffee Art Center website (www.chaffeeartcenter.org) for information about Art in the Park events. You may also call show administrators at 802.747.7900 or the Chaffee Art Center at 802-775-0356. Together, we can make the 51st Annual Art in the Park a celebration to remember!

Sincerely,

The Chaffee Art Center

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Rutland Area Art Association

51st Annual Art in the Park Festivals

Summer: August 11-12, 2012

Fall Foliage: October 6 & 7, 2012



SPONSOR BENEFITS

HELP MAKE OUR 51st ANNUAL A CELEBRATION TO REMEMBER!

The Chaffee Art Center invites you to support our 51st Annual Art in the Park Fine Art and Craft Festivals featuring fine artists and craftpersons, food, kid's activities and musical entertainment. Shows will be held rain (snow) or shine in Main Street Park, at Junction of Routes 4 & 7 in Rutland, Vermont. The shows draw from the Central Vermont population plus tourists who travel Route 4 & 7, with estimated attendance of 8,000-10,000. Exhibitors have consistently reported good sales and a high degree of satisfaction with the events. Art in the Park has been voted one of "Vermont's Top Ten Events" by the Vermont Chamber of Commerce, named one of the "Sunshine Artist 200 Best," and voted Rutland Herald's Best of the Best in the category of the Best Arts Festival.

Why should you get involved?

\$3,000 SPONSOR

- Full page (7.75" h x 4.75" w) B&W advertisement in both event programs ■ Logo and link on event website
 - Name in both event programs ■ Listing in Chaffee's Annual Report
 - Banner at both events ■ Brochure handouts at main Chaffee table
 - Business Name in press release

\$1500 SPONSOR

- 1/2 page (3.75" h x 4.75" w) B&W advertisement in both event programs ■ Logo and link on event website
 - Name in both event programs ■ Listing in Chaffee's Annual Report
 - Business Name in press release

\$1,000 SPONSOR

- 1/4 page (1.75" h x 4.75" w or 3.75" h x 2.25" w) B&W advertisement in both event programs
- Business Name in press release ■ Logo and link on event website ■ Name in both event programs
 - Listing in Chaffee's Annual Report

\$500 SPONSOR

- 1/8 page (1.75" h x 2.25" w) B&W advertisement in both event programs ■ Logo and link on event website
 - Name in both event programs ■ Listing in Chaffee's Annual Report

\$250 SPONSOR

- Logo and link on event website ■ Listing in Chaffee's Annual Report
 - Name in both event programs

Sponsors must supply logo (.jpg preferred) and camera-ready ad (.pdf preferred) to the Chaffee Art Center at info@chaffeeartcenter.org. Sponsor questions can be directed to event coordinators at 802-747-7900.

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SPONSOR FORM

Organization/Business: _____ Contact: _____

Mailing Address: _____ City, State, Zip: _____

Phone: _____ Fax: _____

Email : _____ Website: _____

BOLD-for web use

Please choose Sponsorship level:

_____ **Level I: \$3,000** I will be sending banner I will be sending brochures for the Chaffee table

_____ **Level II: \$1,500**

_____ **Level III: \$1,000**

_____ **Level IV: \$500.00**

_____ **Level V: \$250.00**

Advertisements: (Level I-IV only) Please send camera-ready ad (.pdf preferred) to info@chaffeeartcenter.org.

Logos: (All Levels) Please send high-resolution logos (.jpeg preferred) for print and web use to info@chaffeeartcenter.org.

Tax Deductible Sponsorships:

Checks payable to: Chaffee Art Center. VISA, MasterCard, Discover and American Express accepted.

TOTAL AMOUNT OF CHECK ENCLOSED OR CHARGED TO MY CREDIT CARD: \$ _____

Credit Card # _____ Expiration Date: _____

Card Holder Signature: _____

Check # _____ Amount _____ Dated _____ Initials _____

Please send this form to:
Art in the Park Coordinator, RAAA/Chaffee Art Center, PO Box 1447, Rutland, VT 05701