

JULY
27 - 29
2018

AT
BELLEVUE SQUARE
AND BELLEVUE ARTS
MUSEUM

BAM ARTSFAIR

SEVEN DECADES OF CRAFTING COMMUNITY



SPONSORSHIP OPPORTUNITIES

ART | CRAFT | DESIGN
BELLEVUE ARTS MUSEUM

About BELLEVUE ARTS MUSEUM

VISION

Bellevue Arts Museum (BAM) is a cultural commons where artists and audiences directly participate in the exchange of ideas on all aspects of material and visual culture. Always different, always new, always stimulating and exciting.

Our focus is:

- Visual & material culture
- Contemplation
- Discussion & Debate
- Enjoyment & Engagement
- Timely & Relevant Socio-cultural Topics
- Visual literacy

MISSION

Bellevue Arts Museum (BAM) is a forum for the contemplation and discussion of visual and material culture, allowing audiences to explore their individual and collective experiences of the world through art, craft and design.

HISTORY

Central to the City of Bellevue, Bellevue Arts Museum has grown to become the Pacific Northwest's center for the experience of visual and material culture. With a rich history of engaging local and regional communities, BAM is a home to an ever-changing roster of wide-ranging exhibitions and engaging programs that lead audiences to contemplate, discuss and debate the role of art, artists, and culture within society.

In 1947, a group of volunteers founded the Pacific Northwest Arts and Crafts Association, Bellevue Arts Museum's parent organization. They had two goals in mind: to promote the artists of the region and to establish a cultural and educational center serving Bellevue and the greater Eastside of Seattle.

The Museum was established as a non-profit in 1975. Initially housed in a schoolhouse, Bellevue Arts Museum underwent a series of transformations, before being sited in the third floor of the new Bellevue Square shopping center from 1991. In 2001, The Museum at last opened the doors of its first purpose-built home: a stunning, post-modern building colored deep red, buried in the heart of vibrant downtown Bellevue. Designed by renowned architect and Washingtonian, Steven Holl, the building quickly became an icon and symbol of Bellevue's booming downtown.

Today, BAM is one of few museums in the nation with the wide and comprehensive focus on art, craft, and design, filling a unique and vital niche among the presenting institutions of the Pacific Northwest.

About BAM Artsfair

BAM ARTSfair is the original, longest-running, largest and most highly regarded arts festival in the Pacific Northwest. Set amid the metropolitan energy of downtown Bellevue, BAM ARTSfair is a high-end shopping experience featuring over 300 top national artists and craftspeople. Hundreds of thousands of visitors flock to this three-day celebration to meet the artists, be entertained, shop, and dine. Free community arts programming includes KIDSfair, free admission to Bellevue Arts Museum all weekend, public installations, and musical performances. BAM ARTSfair is located at Bellevue Square and Bellevue Arts Museum, in conjunction with two separate fairs, the Bellevue Festival of the Arts, and the 6th Street Fair. A cherished community event, ARTSfair originated in 1947 and was instrumental in the growth of downtown Bellevue and the creation of the Bellevue Arts Museum.

What Your Sponsorship Dollars Do

BAM is a 501c3 nonprofit organization that relies on philanthropic support from the community. BAM is a leading destination in the Pacific Northwest and the only museum in the region dedicated to art, craft, and design. Your sponsorship support will help showcase both established and emerging artists in up to 10 new exhibitions annually, providing many with their first museum show. Your sponsorship dollars will also help support BAM's many community programs including: Free First Fridays, Free Family Days, Get Crafty Saturdays, Teen Arts Council, Artists Talks, Lectures, and Workshops.

Why Sponsor BAM Artsfair?

Sponsors receive year-long recognition as a BAM supporter, with signage inside the Museum, on our website, and inclusion in other collateral as available.

- Your company/organization is recognized as a patron of the arts
- Increase your brand awareness with more than 300,000 BAM ARTSfair attendees
- Offer promotions, engage buyers, and ensure new customers
- Contribute to regional economic vitality, and strengthen the livelihood of artists
- Support the mission of art, craft, and design at Bellevue Arts Museum
- Be recognized in ARTSfair promotional materials and marketing campaign

Your Benefits

- Press & Marketing – 8-week regional marketing campaign including: radio, banners, transit ads, social media, eBlasts, postcards, shopping bags, and T-shirts. Ads in the Program Guide inserted into The Seattle Times.
- Vendor Booths – network, hand out promotional materials, build brand awareness, and create goodwill for your business.
- Brand Presence - Logos are included on the BAM website for an entire year, with an active link to your corporate/organization's website (depending on sponsor level).
- Exclusive tickets to the Artful Evening Gala Auction in July 2018.

SPONSORSHIP LEVELS

| SPONSORSHIP LEVELS | TITLE \$100,000 | PRESENTING \$50,000 | BENEFACTOR \$25,000 | PARTNER \$15,000 | LEADERSHIP \$10,000 | SUPPORTER \$5,000 |
|---|-----------------------------|-----------------------------|------------------------|---------------------|------------------------|----------------------|
| FAIR BENEFITS | | | | | | |
| Exclusivity in category | | | | | | |
| Sponsor booth | PREMIER LOCATION 20'X10' | PREMIER LOCATION 15'X10' | 10' X 10' | 10' X 10' | 10' X 10' | 8' X 10' |
| Complimentary full-color advertising space in the official BAM ARTSfair Program Guide | FULL PAGE | HALF PAGE | 1/4 PAGE | 1/8 PAGE | 1/8 PAGE | LISTING |
| Sponsor recognition on the Sound & Movement stage inside Bellevue Square for three-day event | | | | | | |
| Recognition in 8-week regional media & marketing campaign including radio, TV, banners, transit ads, social media, on-site signage, press releases, & postcards | LOGO FOR PRINT | LOGO FOR PRINT | LOGO FOR PRINT | LOGO FOR PRINT | LOGO FOR PRINT | LISTING |
| Recognition & hyperlink on BAM ARTSfair webpage | LOGO | LOGO | LOGO | LOGO | LOGO | LISTING |
| Inclusion in E-blasts to more than 5,000 business & community leaders | | | | | | |
| CORPORATE BENEFITS | | | | | | |
| Exclusive tickets to Artful Evening Gala Auction in July 2018 at the Westin Bellevue | ONE PREMIER TABLE OF 10 | ONE TABLE OF 10 | FOUR TICKETS | FOUR TICKETS | TWO TICKETS | TWO TICKETS |
| Recognition throughout the year on Museum signage and hyperlink on BAM website | | | | | | |
| Exclusive invitations to BAM events throughout the year | | | | | | |
| Recognition in select Artful Evening materials (300 prominent guests attending) | | | | | | |

FURTHER INFORMATION: Danielle Samuel, Development Manager
danielles@bellevuearts.org | 425.519.0750

COMMUNITY PROGRAMS AVAILABLE FOR SPONSORSHIP

CAROL DUKE ARTIST AWARDS OF EXCELLENCE

– Each year, ten extraordinary artists are chosen to receive a prestigious Carol Duke Artist Award of Excellence. As an official sponsor, you'll join us to honor these winners during the important Awards Presentation Tour on the afternoon of Friday, July 27th. **\$10,000**



UNDERWRITE FREE MUSEUM ADMISSION DURING ARTSfair

– In addition to visiting ARTSfair, over 10,000 fairgoers also visit Bellevue Arts Museum over the three-day weekend. Because ARTSfair is a free community event, we make the Museum free to everyone as well. Secure this sponsorship and demonstrate your belief that the arts, and arts education should be accessible to all. **\$10,000**



CHALK MURAL – Sponsor a large-scale chalk mural in a premier location at ARTSfair. Crowds flock to these chalk murals to witness the beautiful imagery unfold. Chalk your logo beside the mural for additional artistic brand exposure. Other recognition benefits will be negotiated. **\$10,000**



SOUND & MOVEMENT STAGE – There's no better way to attract prospective customers than through lively music and entertainment. The Sound & Movement Stage is located in the center of Bellevue Square, and visitors can't resist joining in the fun. The stage showcases talented local musicians and high-quality cultural performances. You'll have numerous opportunities throughout the three day event to create sponsor messaging on the stage. Also, sponsors will have a 6' table and presence next to the stage. **\$5,000 Supporting Level/\$25,000 Presenter Level**

Join prestigious sponsors like these at our 2018 ARTSfair! Here's a sampling of just a few recent sponsors, many have supported ARTSfair for several years:

- | | |
|-------------------------|---------------------|
| Microsoft | Coca-Cola |
| Overlake Hospital | City Catering |
| The Bellevue Collection | Aegis Living |
| Amica Insurance | Kitchen Plus |
| Angie's List | Renewal by Anderson |
| Xfinity | |



COMMUNITY ART PROJECT – Be the creative leader of ARTSfair by sponsoring the community-driven art project of the weekend. Located in a premier location in the center of it all, fairgoers actively participate in this long-standing tradition. Projects can range from a 20'x10' giant mural, to an immense, colorful group weaving project. There's an opportunity to use the community art project for messaging focused on your brand and business. **\$10,000**

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SPONSORSHIP COMMITMENT

In order to receive full benefits, please submit form, vector file (Adobe Illustrator) of your logo, and payment by March 15, 2018

Level of Sponsorship _____

Name of Company/Entity _____

Address _____

City _____ State _____ Zip _____

Contact person _____

Phone number _____

Email _____

PAYMENT METHOD

- Please send an invoice
- Enclosed is a check made payable to Bellevue Arts Museum
- Please charge the following credit card
 - Visa AMEX
 - Mastercard Discover

CARD NUMBER _____

NAME ON CARD _____

SIGNATURE _____

BAM REPRESENTATIVE SIGNATURE _____

DATE _____

If you have any questions or need additional information, please contact Danielle Samuel, Development Manager at DanielleS@bellevuearts.org.