



SHORELAKE™
ARTS

Sponsorship
Opportunities 2022

Who are we?

- **Mission**

To cultivate creativity and inspire our community through the arts.

- **History**

Over our 32+ years as a nonprofit, we have directly invested over \$6 Million in our community through arts events, arts education (\$2Mil), and artist contracts; serving over 500,000 people with our programs. We have been a champion of the arts in our schools, giving tens of thousands of students opportunities to work with artists.

Our Programs

Connect your business with the local community through arts and culture.



Lantern Festival

February 12, 2022



Shoreline Short Short
Film Festival

March 5, 2022



Gala for the Arts

May 14, 2022



Shoreline Arts Festival

June, 2022



Arts Adventures

June - August



Concerts in the Park

July - August (Wednesdays)



ShoreLake Battle of the Bands

August 2, 3, 6



6X6NW

October 1, 2022



Dia de Muertos

November 2, 2022



Underground Holiday Market

November 19, 2022

Join Us

Work with ShoreLake Arts to **capture the attention of thousands of our community** members who live and work in the Shoreline area and **who value supporting local businesses.**

Share your brand

Effective, authentic, and grassroots community outreach. Deepen relationship with target markets or increase relevance with shared target markets.

Your money does good

ShoreLake Arts is a non-profit organization that has built a strong foundation and reputation over the last 32+ years by delivering impactful and high quality public programs and arts education experiences to 30,000 people annually in the cities of Shoreline and Lake Forest Park, Washington.



- **Website**

Pageviews: 225,268

Users: 35,981

- **Facebook Followers**

3,800

- **Instagram Followers**

1,900

- **E-Newsletter**

8,000+

- **Partners**

These events are also widely advertised through our event partners

Marketing Reach



SHORELAKE ARTS
LANTERN
FESTIVAL
12 FEB 2022
— 3-8 PM —

Join us to celebrate Chinese New Year. One night at Monka Brewing and Uplift Climbing in Shoreline. Enjoy hundreds of Chinese Lanterns, celebrate the year of the Tiger, music and dance performances, craft workshops, Chinese and Asian food stalls/trucks, a brew from Monka, and more.



Lantern Festival Sponsorship Benefits

	Gold \$1,250	Silver \$750	Bronze \$500
Logo placement on all advertising for the event	●		
"Live" Logo placement on the event page the ShoreLake Arts website	●	●	●
Special mention in social media promotions, email blasts, and press releases	●		
10' x 10' Booth space at event / or a perhaps a unique lighting display with your branding	●	●	
Verbal recognition onsite	●	●	●
Special mention in post event press release	●		

Interested in becoming a **Presenting Sponsor** or be an **In-Kind Sponsor**? Email Terri @ programs@shorelakearts.org

SHORELINE SHORT SHORT FILM FESTIVAL

The Shoreline Short Short Film Festival aims to support emerging and developing filmmakers in Washington State and encourage appreciation for the art of filmmaking in our community.

Accepted films will be screened at Shoreline Community College, and the best of the best will take home some cash prizes and a handmade Golden Sasquatch!



Film Festival Sponsorship Benefits

	Golden Sashquash \$3,000	Film Festival \$1,000
Logo placement on all advertising for the event (flyers, posters, website, signage, and event page on website)	•	•
Logo placement on red carpet backdrop	•	
Opportunity for short commercial or film project on screen at event (max 3min)	•	
Special mention in social media promotions, email blasts, and press releases	•	
Verbal recognition onsite	•	•
Opportunity to announce winners of the Golden Sasquatch awards including best in show, and people's choice.	•	•
10 tickets to the Film Festival to give away to clients and friends	•	•
Sponsor table and interaction with event attendees	•	
Guaranteed exclusivity as the only sponsor of the event in your business category	•	

ART

ADVENTURES

SUMMER 2022

Art Adventures are week-long youth summer camps where students learn art practices, create, explore, and play.

In 2022, Art Adventures will bring hundreds of students aged 6-10 together over the course of six weeks for learning, fun, creativity, and adventure!



Summer Camp Sponsorship Benefits

	Gold \$1,500	Silver \$1,000
Your flyer and optional coupons distributed in take-home art supplies kits for all campers	●	
Large logo placement on back of camp t-shirts worn by hundreds of participants	●	
Small logo placement on back of camp t-shirts worn by hundreds of participants		●
Logo placement on all handouts, flyers, banners, and signage	●	●
Digital logo placement on "Sponsors" section of Art Adventures web page	●	●
Special mention in social media promotions, email blasts, and press releases	●	●



2 Days | 8,000-10,000 attendees |
60+ Artist Booths | 5-8 Food Trucks |
Outdoor Music Stage and more.

This long-standing local arts festival
is a must-attend event for all art
lovers. One of the highlights of
summer in North King County.

Sponsorship details to be confirmed
January 2022.



CONCERTS IN THE PARK 2022.

This beloved community tradition has been part of the Shoreline and Lake Forest Park summer landscape since the early 1990's. Join us this summer and do good while sharing your brand with our community.



Concerts Sponsorship Benefits

	Series Sponsor \$3,000	Single Concert \$500
Logo placement on advertising for the event (flyers, posters, signage)	●	
Banner displayed on the showmobile (mobile stage) for the show	●	
Logo placement on the event page on the website	●	●
Special mention in social media promotions, email blasts, and press releases	●	
Verbal recognition onsite	●	●
Guaranteed exclusivity as the only sponsor in your category of business	●	
10x10 Booth at each of the concerts	●	●

SHORELAKE BATTLE OF THE BANDS

A competition for emerging
Washington State bands,
playing their own music.



Battle Sponsorship Benefits

	Gold \$1,000	Silver \$500
Logo placement on advertising for the event (flyers, posters, website, signage)	●	
Logo placement on the backdrop on the showmobile (mobile stage)	●	
Logo placement on the event page on the website and ticketing page	●	●
Special mention in social media promotions, email blasts, and press releases	●	
Verbal recognition onsite	●	●
Opportunity to announce one of the winners in the finals	●	
10 tickets for each day to give away	●	●
Sponsor table and interaction with event attendees	●	

SIX BY SIX N.W.



SPONSORSHIP 2022



6X6NW Sponsorship Benefits

	Gold \$3,000	Silver \$1,000
Logo placement on advertising for the event (flyers, posters, signage)	●	
Logo placement on art display panels at the event	●	●
Logo placement on the event page on the website and ticketing page	●	●
Special mention in social media promotions, email blasts, and press releases	●	
Verbal recognition onsite	●	●
Pick the Sponsors Choice Award art and join on stage to present the awards	●	
10 tickets to give away	●	●
Sponsor table and interaction with event attendees	●	●

20 Shoreline 22

DIA DE MUERTOS

Día de Muertos is a community event to educate and unite our community, and to celebrate rich cultural heritage of our Latinx community. We invite all to be a part of this cultural event.



Dia de Muertos Sponsorship Benefits

\$800

Logo placement on all virtual advertising and press releases



Logo placement on event page of the website



Special mention in a social media promotion, email blast, press release



Verbal recognition at the event



10x10' Sponsor booth at the event



Opportunity for promotional material or contribute an activity to for kids crafts



UNDERGROUND HOLIDAY MARKET

Top local artists and makers are juried into the event to create a unique holiday shopping experience. The event is held in the covered parking lot at the Shoreline City Hall. A unique space sheltered from the elements, and large/wide enough to provide the safest shopping experience for visitors.

Expected visitors: 4-5,000 people



Holiday Market Sponsorship Benefits

	Stage/Food Court \$2,000	Gold \$1,000	Silver \$500
Logo placement on all flyers, posters and banners for the event	●	●	●
Logo placement on event page of the website	●	●	
Name placement on event page of the website	●	●	●
Verbal onsite recognition	●	●	
Special mention in a social media promotion, email blast, press release	●	●	
Provide something in the 'Door Prize' to promote your business	●	●	●
10x10' Sponsor booth at the event	●	●	●
Naming rights for Stage or Food Court	●		

Apply today to be a 2022 Sponsor with ShoreLake Arts

Ready to become a sponsor?? Great! Please fill out the sponsorship application below. **Why is there an application? Because we want you to get the absolute most for your money by ensuring that our sponsors are perfectly matched with the community of people who support ShoreLake Arts.** This application is fillable electronically. Printing is not necessary.

Program: _____

Business/Company Name: _____

Sponsorship Level: _____ Date: _____

Mailing Address: _____

Email: _____ Phone: _____

Sponsor Full Name & Title: _____

Website (if applicable): _____

Extra

Are you interested in getting involved in a different way than listed above?



- **In-Kind Sponsor**

Contact us if you'd like to discuss providing goods or services, instead of cash as part of a sponsorship partnership.

- **Multi-Event Sponsor**

Are you interested in sponsoring multiple events with ShoreLake Arts? We'd love to connect and talk more.

- **Naming sponsor**

Are you interested in playing a bigger part in a program? Naming rights to a stage, beer garden or more? Please contact us!

Please email Terri Price | Program Manager
programs@shorelakearts.org