

MOUNT HOREB AREA ARTS ASSOCIATION
4629 County Rd. JJ, Black Earth, WI 53515
608-767-1281 | SpringArtTour.com | info@mhaaa.org



October 1, 2016

Dear

I am writing on behalf of the Mount Horeb Area Arts Association to invite you to join your fellow business people by becoming a sponsor of the 11th Annual Spring Art Tour. Please see the enclosed form to make your choice of support at the \$55, \$95, \$125 or \$500 level (or higher).

The Tour will be held on June 2-4, 2017 (Friday through Sunday). It is a free, family friendly, open-art-studios event which highlights the art and studio spaces of approximately two dozen artists living and working in the small towns and rural areas within a 20 mile radius of Mount Horeb. New this year - we have extended our perimeter to include areas as far North as Prairie du Sac, as far West as Ridgeway, as far South as New Glarus, and as far East as West Middleton. Many of these artists' studios are *only* open to the public for this single event.

Last year 600 people visited studios, dined, shopped, and lodged in the area over the Spring Art Tour weekend. Businesses in the area that sponsored the Tour reported dramatic increases in revenue. Art makes a big difference in the quality and economic prosperity of our communities (please see report on other side). We hope you will help us to make this important contribution.

Once again, a beautiful full color glossy brochure of the Tour will be created to help promote the event. This brochure will include a listing of all sponsors, map and promotional poster displaying participating artists. You will find a copy of a previous year's brochure enclosed for your review; 28,000 brochures will be printed and ready for distribution in early February of 2017. With your help, we can insert 20,000 of these brochures in the Isthmus newspaper. The Mount Horeb Area Arts Association will also deliver the brochures to Visitor Centers around the state, and direct mail about 600 copies to past years' visitors.

Also, a beautiful - recently updated to be mobile-friendly - web site is located at www.SpringArtTour.com. Both the website and brochure will list all sponsors of the Spring Art Tour. We know that hundreds of people pick up the brochure, or print out the web pages and use them as their guides for the weekend, patronizing the establishments who are supporting the event. The website will contain even more information than the brochure with full descriptions of the artists and links to their web sites. Businesses who purchase a full sponsor listing will also be profiled on the web site, including a thumbnail image, and will have a link to their own web site. This will be posted on-line for a full year. Funding permitting, we also intend to advertise in Madison area, Milwaukee, and Chicago newspapers, on WERN radio, recreational and cultural web sites, as well as the Mount Horeb Chamber's website, Trollway.com, which receives over 6,000,000 hits annually.

We have applied for grants from the Dane County Cultural Affairs Commission, and Mount Horeb Community Foundation. However, the Mount Horeb Area Arts Association is largely funded by the participating artists and supporters such as yourself. While we appreciate the fact that times are tough, we hope you will seriously consider providing support of this wonderful local, cultural event - one that has become an exciting addition to the Spring line-up of events in the Mount Horeb and extended area - the Spring Art Tour!

Sincerely,

Tamlyn Akins
Spring Art Tour Coordinator

SPONSORSHIP CATEGORIES

\$500 (or more) - Outstanding Sponsorship*

This category gives you:

- Placement of your business logo on both the Sponsor Listing and poster side of the brochure.
- Plus ALL benefits of the Super & Supporting Sponsorships listed below.

\$125 - Super Sponsorship*

This category gives you:

- A location marker on the tour map and recognition listing including address and phone.
- Plus ALL benefits of the Supporting Sponsorship listed below.

\$95 - Supporting Sponsorship*

This category gives you:

- A recognition listing in the brochure including address and phone (does not include map marker).
- A lawn/window sign for your business identifying you as a supporter of the Spring Art Tour.
- One year recognition listing on the website with picture/logo and text provided by you.
- One year link to your website from the Spring Art Tour site.
- Art Poster of the year as our thank you gift.
- We will "LIKE" your Facebook page.

\$55 - Basic Sponsorship

This category gives you:

- A recognition listing in the brochure.
- One year recognition listing on the website without linking.
- We will "LIKE" your Facebook page.

www.SpringArtTour.com

Deadline for inclusion in the brochure is November 30th.

Please note: A Tour map location marker is ONLY included at the \$125 level or above.

Please enclose this portion with your payment. Thank you!



- \$500+ Outstanding Sponsor *
- \$125 Super Sponsor *
- \$95 Supporting Sponsor *
- \$55 Basic Sponsor

Business Name (as you want listed) _____

Contact Person (will not be listed) _____

Email (for contact only) _____

Mailing Address _____

Phone _____ Web Site _____

Facebook page _____

Return this form and check payable to MHAAA:

Peggy Zalucha, MHAAA Treasurer, 119 S. Second Street, Mount Horeb, WI 53572
or Tamlyn Akins, MHAAA Coordinator, 4629 County Rd. JJ, Black Earth, WI 53515

*** Angel, Super & Supporting Sponsors,** Please send a jpg picture or logo of your business and a description of 100 words or less to tamlyn@chorus.net for the web site.