

FLORENCE REGIONAL ARTS ALLIANCE

Sponsorship Proposal to Support our Art & Wine Festival



Kristin Anderson

Florence Regional Arts Alliance

fraakristin@gmail.com

541-997-4435

FRAA is a 501(c)3 non-profit

<http://fraaoregon.com/coastal-plein-air.html>

THE EVENT

Florence Regional Arts Alliance (a 501c(3) non-profit) is excited to be returning with our 3rd Annual Coastal Plein Air Art and Wine Festival. Artists from all over are invited to come to the Coast during the painting part of the event, to paint outside at venues from Bandon OR to Lincoln City, OR. At the end of the painting window, they can submit up to 5 paintings to be juried into the Art & Fine Festival on September 21st and 22nd at the Florence Events Center. We will be providing awards for many different categories. In addition, the public is invited to the FEC on the 21st and 22nd to enjoy the art and wine tasting and hopefully also to buy the artwork.

THE JUROR

We are excited to announce Barbara VanDyke Shuman as our judge. Barbara served in the Peace Corps, teaching English in Turkey. In addition to teaching in Turkey, Barbara has taught English and Art for over 35 years, in Seattle area and the People's Republic of China. She holds a Bachelor of Art degree from Seattle University, majoring in Fine Art and Sculpture. And a Master's of Art degree from U of W with emphasis on Fine art and CreativeTextile Design.

Barbara is a founding member artist of Kline-Galland Studio and Issaquah's "The Painted Lady" Studio. With countless exhibits to her name, her paintings hang in Washington statehouse offices in Olympia, Group Health in Olympia and Everett, Kaiser Permanent in Oregon, America Art Resources in Texas, and Providence Corporate Headquarters in Seattle. Her artwork is also part of Seattle University's art archives. She works at "VanDyke Studio" on Mercer Island. Barbara is married to Jim Shuman and has three grown offspring and five exceptional grandchildren!

Chords and textures of the rural landscape make up the focus of my work. Inspired by seascape, fields and valleys from Washington to Montana, with endless expanses of open meadows backed by the mystery of craggy mountains. It seems the serene landscape demands the mystery and immensity of wilderness in the sea savannah or prairie. We experience comfort in our humanity balanced by the power and vastness of wilderness. The visual vernacular of the land brings the viewer closer to the natural universe. There is respite in the song of purple shadows; solace in the dance of stippled golden sunlight, the arch of a pthalo blue sky: the holiness of wilderness.

ABOUT US

The mission of **Florence Regional Arts Alliance** is to unify and support all of the arts, enrich cultural life, and stimulate the economic vitality in the Florence area through the arts. The organization's priority areas and goals include a community arts website and calendar, arts education classes for adults and youth, maintaining an Art Center, bringing grant funds for the arts to Florence, promoting Florence as an arts community, having special events to celebrate the arts, and bringing more public art to the community.

OVERVIEW OF SPONSORSHIP OPPORTUNITIES

Level	
Purchase Award	Guarantee to purchase one of the artwork in show
Champion	\$500
Friend	\$250
Trophy Awards	\$50, \$100, \$150, \$200

Full benefits are described further below, and customized benefits are available upon request.

You can become a sponsor via our online registration form paying with a credit card (<https://fs28.formsite.com/fraaART/PleinAirSponsor/index>) or printing the application and sending along with your check to FRAA, PO Box 305, Florence OR 97439.

PURCHASE AWARD | Guarantee to purchase one of the artwork in the show

As a Purchase Award sponsor of the 2024 Plein Air event, you will receive the following benefits;

- Name listed in the program of awards available to the Artists.
- You will shop among the judged paintings and pick the one you want before the public has access.
- Award will be announced to all in attendance at the Award Ceremony on the evening of September 20th.
- Your name will be on the ribbon hung on the painting during the event and provided to the Artist of the painting you chose after the event.
- Artist will receive the full purchase amount.
- At the end of the event, your chosen painting is yours to take to your home or place of business.

CHAMPION | \$500

As a Champion of the 2024 Plein Air event, your organization is highlighted throughout the event. You will receive the following sponsorship benefits:

- Name and logo recognized on FRAA's social media channels (Siuslaw News, Facebook and Instagram), as well as in the Facebook events for all workshops.
- Name, logo, and link on FRAA's website (fraaoregon.org), including the event webpage, and workshop news post.
- Verbal recognition at the Award ceremony on the evening of September 20th.
- Name in media release, public service announcements, and direct outreach emails
- Listed in the flyer in Artist Handout Pack

FRIEND | \$250

As a Friend of the 2024 Plein Air event, your organization is highlighted throughout the event. You will receive the following sponsorship benefits:

- Name, logo, and link on FRAA's website (fraaoregon.org), including the event webpage, and workshop news post.
- Verbal recognition at the Award ceremony on the evening of September 20th.
- Listed in the flyer in Artist's Handout Packet

TROPHY AWARD | \$50, \$100, \$150, \$200

As a Trophy Award Sponsor of the 2024 Plein Air event, you will receive the following sponsorship benefits:

- Name listed in the program of awards available to the Artists.
- Award will be announced to all in attendance at the Award Ceremony on the evening of September 20th.
- The judge will choose the winner of your award and your name will be on the ribbon hung on the painting during the event and provided to the Artist afterwards.
- Artist will receive the monetary amount given.