



Sponsorship Prospectus



Oceanside Museum of Art
Plein Air Festival

WEEK AT A GLANCE

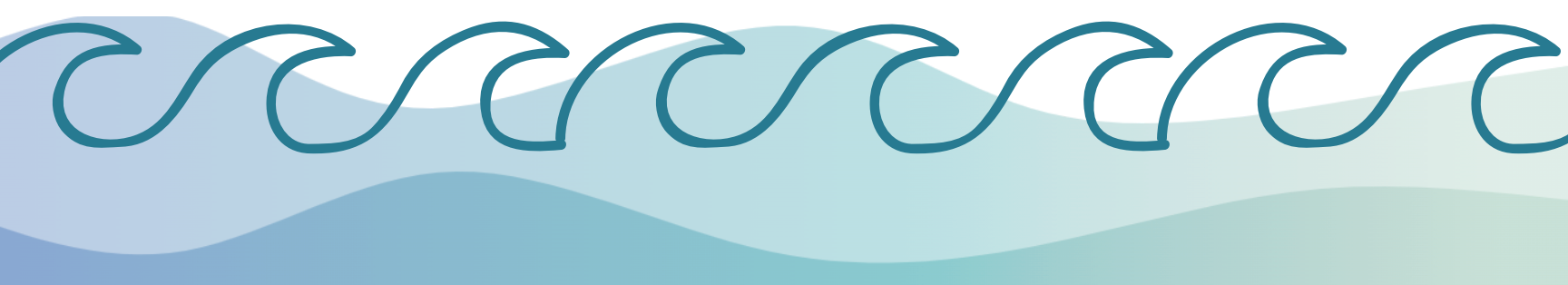
JULY 15 SATURDAY	JULY 16 SUNDAY	JULY 17 MONDAY	JULY 18 TUESDAY	JULY 19 WEDNESDAY	JULY 20 THURSDAY	JULY 21 FRIDAY	JULY 22 SATURDAY
Sponsors and community partners on the terrace	Workshops Location 1 TBD Location 2 TBD	Workshops Location 1 TBD Location 2 TBD	Quick Paint Challenge at Mission San Luis Rey	Workshops Location 1 TBD Location 2 TBD	Workshops Location 1 TBD Location 2 TBD	Artist Artwork Submission	Big Easel Sale
Festival kick off	Hosted artists networking hour	Artists networking event at KNVS, (no host). Paint your own wine bottle label.	Artists Networking Event at Seabird Hotel	Artist Paint Out Event (location TBD) Post Paint Out Easel Sale (on location)	Paint Out Event at Sunset Market and at OMA with Member's Only Car Club, followed by easel sale on site at OMA	2023 Plein Air Exhibition Jurying	VIP Exhibition Pre-Sale
Paint Out Event at Robert's Cottages, followed by easel sale on location	Easel Sale at OMA					Social Event/ Green Clean-Up	Exhibition Opens
							Awards Ceremony

FESTIVAL HIGHLIGHTS

- Awards Ceremony and Celebration
- Networking Events
- Hands-On Workshops
- Juried Exhibition
- Quick Paint Challenge
- Easel Sales
- Communal Paint Outs



Pictured: Artists Paint Out at Robert's Cottages.



The mission of Oceanside Museum of Art is to bring people together
to explore the art and stories of Southern California artists.

WELCOME,

As we make plans for artists to join us in Oceanside to paint Southern California in the open air, it is a reminder to reflect on the power of art to bring us together and build community.

It's hard not to reflect on how fragile our environment is and how our communities and human connections have been disrupted. After almost three years of a global pandemic, people seek to come together and share in ways that defy politics and unify us through our very human desires for art and culture. We crave healing in our communities and for the planet.

OMA's Oceanside Plein Air Festival is an opportunity to celebrate creativity and the natural environment. People come from across our region and beyond to paint outdoors surrounded by the beauty of Southern California. It is a time for people to find connection and empathy—all at the intersection of art and everyday life.

The Festival is not only about the artists who join in the creative process. It is also for our friends and neighbors. It is for local residents and visitors to bear witness to the creative process with curiosity and wonder, and share the joy as they watch scenes of the ocean and beaches, landscapes and cityscapes of Oceanside come to life on canvas and paper.

It is time to discover Oceanside. The Festival draws hundreds of visitors, artists, and art lovers to explore our beaches, harbor, restaurants, bike trails, lagoons, pier, and more. Because the Festival is open to people of all ages, with different interests and levels of experience, we have the unique opportunity to join together in an inclusive community to reflect on the value of the natural environment and our shared humanity.

Who knew art could do all that!

Please join us and other partners to make a difference in our community.

With love,

Maria Mingalone
Executive Director

**"It is a time for people to find connection and empathy-
all at the intersection of art and everyday life."**

SPONSORSHIP LEVELS

Benefits	Presenting \$20,000	Festival \$15,000	Diamond \$10,000	Platinum \$5,000	Patron \$2,500	Gold \$1,000	Silver \$500	Festival Friend \$250
Logo displayed on all event banners	✓	✓	✓	✓	✓	✓		
Logo displayed on electronic visual displays	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor logo displayed in Welcome Booklet	✓	✓	✓	✓	✓	✓	✓	✓
Logo and/or social media tags* for all social media posts	✓	✓	✓	✓	✓	✓		
Sponsor logo on event landing page with link	✓	✓	✓	✓	✓	✓		
Logo in all e-blasts	✓	✓	✓	✓	✓	✓	✓	
Promo material in artists' swag bags	✓	✓	✓					
Preferred vendors list	✓	✓	✓	✓	✓	✓		
Complimentary OMA Business Membership	✓	✓	✓	✓	✓			
VIP tickets	✓	✓	✓	✓				
Exhibitor booth	✓	✓	✓	✓				
Prominent placement on all materials	✓	✓	✓					
Collateral in welcome swag bag	✓	✓	✓	✓	✓			
Curated social media post	✓	✓	✓					
Sponsor special message page	✓	✓	✓					
Invite to Featured Artist's Networking Event	✓	✓	✓					
Complimentary tickets to Street Level event	✓	✓	✓					
Verbal recognition of sponsor and opportunity to speak	✓	✓						
Private lead tour of museum	✓	✓						
Step and repeat banner	✓							
Sponsor logo displayed on artists' badges	✓							
Naming "Best in Show"	✓							
Logo on OMA website homepage banner	✓							
Free museum facility rental	✓	✓						

CATEGORIES AND BENEFITS

EXCLUSIVE NAMING RIGHTS

- Step and repeat banner for photo ops with sponsor's signage at OMA entrance during the Festival and used as the stage backdrop for closing awards ceremony.
- Sponsor's logo displayed on artist's badges.
- Naming the "Best in Show" winner of the Festival.
- Special verbal recognition on opening day and at the closing awards ceremony. Opportunity to speak at both events.
- Prominent placement on all other materials listed below.

SOCIAL MEDIA

- One social media post curated about the sponsor's mission.
- All social media will include the sponsor's name/logo/tag and link (*\$5k and above receives logo and \$2500 and below receives a tag).

AUDIENCE REACH

- 125k Instagram followers, 38k Facebook followers
- Artists from -- participating states
- Over 300 artists of all ages
- Plein Air Magazine (87k readers per issue with 25k direct to collectors and artists) holds a 94% conversion rate from ads and articles

FESTIVAL ACCESS

- VIP Tickets to Exhibition Pre-Sale and Awards Ceremony. (Presenting: 6, Diamond: 4, Platinum: 2)
- Invitation to attend Featured Artist's Networking Event (invite-only event); and other artists' networking events throughout the festival.
- Sponsor's exhibitor booth during the Festival to promote business (includes festival opening day, closing events, and any special event days).
- Promotional material in registered artists' welcome swag bags.

MARKETING & ADVERTISEMENT

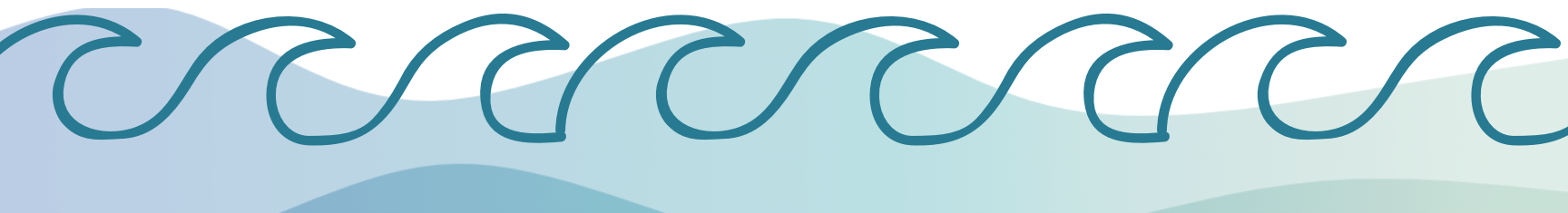
- Opportunities for sponsor's promotional products/collateral placement (swag bags and different locations around the Festival.)
- Logo displayed on all event banners (in order of sponsorship level).
- Logo displayed on all electronic visual displays at the event (in order of sponsorship level).
- Sponsor's name/logo included in Welcome Booklet included in swag bag (in order of sponsorship level).
- Radio spots

ONLINE MEDIA

- Acknowledgment and logo on OMA website homepage banner and on the event landing page banner (60,000+ hits annually).
- Sponsor special message page linked on the Festival landing page with sponsor link.
- Sponsor's logo on event landing page with link (size and location depend on sponsorship level).
- Sponsor's name/logo in e-blasts (10,000+ recipients).

ADDITIONAL BENEFITS

- One free museum facility rental (Two hours: non-conflicting of museum schedule).
- Private-led tour of current museum exhibitions including Plein Air Festival exhibition for your business associates and guests.
- Complimentary tickets to Ground Level music and arts events for the remainder of the year. (Presenting: 6, Diamond: 4, Platinum: 2)
- Receive complimentary OMA Business Membership (value of \$500).
 - Membership includes:
 - unlimited admission year-round for up to 10 employees
 - VIP invitations for business owner
 - exclusive invites to select programs and events
- Preferred vendors list for the remainder of the year.



OCEANSIDE PLEIN AIR FESTIVAL

JULY 15-22,
2023

Painting Southern California in the Open Air

SPONSORSHIP COMMITMENT FORM

Company or Individual _____ Contact Name _____

Full Address _____ Phone # _____

Email Address _____

Yes, we would like to support Oceanside Museum of Art's (OMA) 2023 Oceanside Plein Air Festival with the following sponsorship(s):

☐ PRESENTING SPONSOR \$20,000

☐ FESTIVAL SPONSOR \$15,000

☐ DIAMOND SPONSOR \$10,000

☐ PLATINUM SPONSOR \$5,000

☐ PATRON SPONSOR \$2,500

☐ GOLD SPONSOR \$1,000

☐ SILVER SPONSOR \$500

☐ FESTIVAL FRIEND \$250

☐ GREEN SPONSOR \$2,500+

☐ IN-KIND AND MEDIA

I am paying by ☐ check (please make check payable to Oceanside Museum of Art) ☐ credit card (fill form below)

**Please email this form to: development@oma-online.org or mail this form with an enclosed check to
Oceanside Museum of Art, 704 Pier View Way, Oceanside, CA 92054**

Name on Credit Card _____

Visa/Mastercard# _____

Expiration Date _____ CVV _____ Zip Code _____

Signature _____

Date _____

Check enclosed for \$ _____

For more information about sponsorship opportunities, please contact Georgia Ringler, Development Associate at Georgia@oma-online.org or 858-212-1706. We will reach out to you to collect marketing materials and acknowledgment information once a commitment is received.

OMA is a nonprofit 501(c)(3) organization. EIN 33-0653905.



Pictured: 2021 workshop with Featured Artist Mark Fehlman at the Oceanside Harbor

Painting Southern California in the Open Air

Connecting art, the environment, and everyday life.



Visit oma-online.org/pleinair
or scan the QR code

Join us as a sponsor and celebrate the environment,
art, and culture of Southern California.



OCEANSIDE MUSEUM OF ART

704 Pier View Way, Oceanside CA 92054 | 760-435-3726