



ArtWalk 2024

SPONSOR DECK

Little Italy | Liberty Station | Carlsbad

ArtWalkSanDiego.org

#ArtWalkSD @ArtWalkSD



Connecting Creative Communities

ABOUT US

For 40 years, ArtWalk San Diego has been transforming public spaces into impressive outdoor fine art galleries. Our juried shows attract artists from the US, Mexico, Australia, Asia and Europe, offering art for the seasoned collector as well as the first-time buyer. These events attract up to 100,000 affluent, well-educated attendees and are consistently voted San Diego's top art events in local publications.

Celebrations of both visual and performing arts, our festivals feature musical and dance performances by some of San Diego's top performers. Many artists create works of art during the festival and provide live demos for the audience. More than just a display of creativity, each ArtWalk event aims to immerse attendees in an artistic experience.



Dedicated Volunteers

More than 400 volunteers donate their time each year to ensure each event's success and help to create an enjoyable experience for everyone involved. Many ArtWalk volunteers return year after year because of the event's friendly environment and the rewarding experience of rubbing elbows with world-renowned artists, among many other perks!

Supporting Local Businesses

ArtWalk's three annual events contribute more than \$2 million to the local economy and support more than 20 participating non-profit organizations. The Arts Partnership program also gives local businesses the opportunity to utilize ArtWalk's year-long marketing campaign to help drive foot traffic to their storefronts, especially during our event days.

QUICK FACTS



- **April 27 & 28, 2024**
- Little Italy, San Diego
- 100k Attendees
- 350+ Artists
- 30+ Music Performers
- 10+ Food Vendors



- **August 2, 3 & 4, 2024**
- Liberty Station, San Diego
- 30k Attendees
- 250+ Artists
- 15+ Music Performers
- Beer & Wine Garden
- 10+ Food Vendors



- **September 21 & 22, 2024**
- Armada Dr, Carlsbad
- 20k Attendees
- 150+ Artists
- 10+ Music Performers
- 2 Beer & Wine Gardens
- 10+ Food Vendors



- **October, 2024**
- Little Italy, San Diego
- 10k Attendees
- 40+ live chalk artists
- Italian Music Performers
- Italian Wine Gardens
- Italian Food Vendors

Attendee Demographics



60%
Female attendees



40%
Male attendees



\$100k+
Over 30% of attendees earn more than \$100k annually

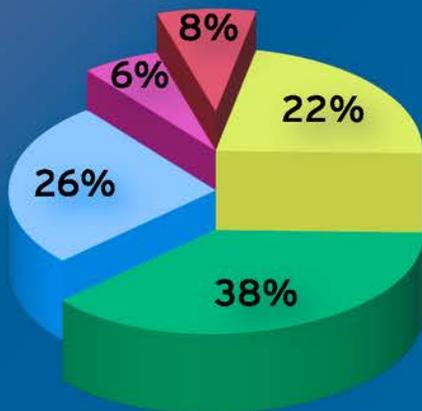


70%
Attendees with Bachelor's degree or higher



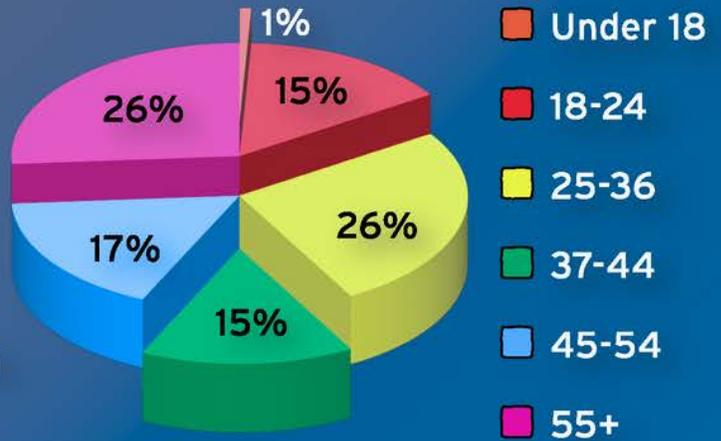
58%
Percentage of attendees age 37 or older

EDUCATION

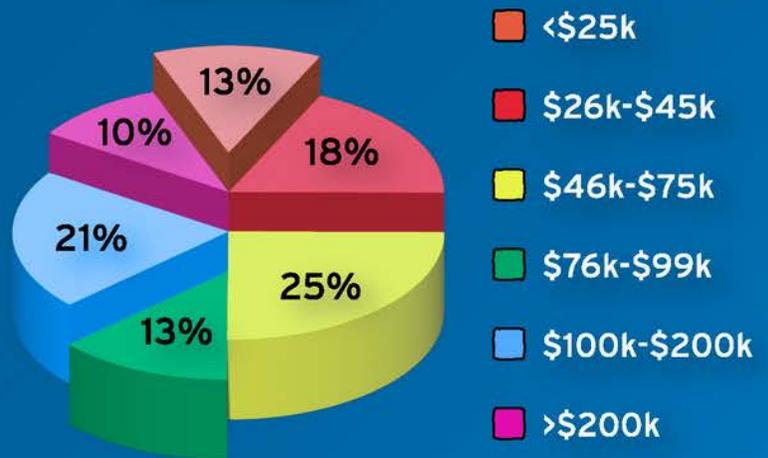


- High School
- Some College
- Bachelors Degree
- Masters Degree
- PhD+

AGE



INCOME



ArtWalk events welcome an affluent, well-educated demographic, while incorporating San Diego's premier dining and art scenes. Being part of ArtWalk events offers you an unsurpassed opportunity to connect with San Diego County communities and get your brand in front of thousands of people in your target market.

Sponsorship Packages

	Mission Fed ArtWalk	ArtWalk Liberty Station	ArtWalk Carlsbad	Bella Vita Fest	All Events
Exhibitor	\$4,500	\$3,500	\$3,000	\$3,000	\$14,000
Interactive Art Sponsor	\$6,000	\$6,000	\$6,000	\$6,000	\$20,000
Partner	\$10,000	\$8,000	\$7,000	\$7,000	\$30,000
KidsWalk	\$20,000	\$15,000	\$10,000	\$5,000	\$50,000
Auto/Stage	\$25,000	\$20,000	\$15,000	\$15,000	\$75,000
Presenting	\$45,000	\$35,000	\$25,000	\$25,000	\$120,000
Title	N/A	\$50,000	\$40,000	\$40,000	N/A

Benefits

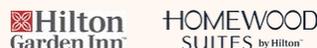
	Exh	Int art	Partner	KidsWalk	Auto/ Stage	Presenting	Title
Activation Space	10x10		10x20	10x20	20x20	20x40	40x40
Hyperlinked logo on event website	✓	✓	✓	✓	✓	✓	✓
Logo on event signage	✓	✓	✓	✓	✓	✓	✓
Social media posts (41k followers)		1	2	2	2	2	2
Newsletter inclusion (14k subscribers)		✓		✓	✓	✓	✓
Broadcast media inclusion		✓		✓		✓	spokesperson welcome
Other	<ul style="list-style-type: none"> • VIP Parking passes • Test drive launch/vehicle exhibit area • Stage branding 						

All sponsorship packages are fully customizable and we are happy to create a unique sponsorship package to suit your marketing vision and financial goals.

Advertising & Publicity

ArtWalk 6 page Brochure	75,000 distributed in local newspapers, San Diego Union-Tribune and partner retail locations	
Digital Marketing	Monthly Newsletter - 14,000 subscribers	
Print Advertising	Ranch & Coast Magazine San Diego Union-Tribune San Diego Magazine	Carlsbad Magazine Encinitas Magazine Downtown News. Uptown News
Broadcast Advertising	Numerous commercial spots on COX, CBS8 and CW	
Radio Advertising	50 commercial spots on KPBS	
Postcards	40,000 distributed throughout San Diego County	
Posters	500 distributed throughout San Diego County	
Outdoor Signage	Lamppost Banners, Street Spanning Banner, Road Graphics	
Print Publication Editorial Highlights	San Diego Union Tribune Modern Luxury Magazine Ranch & Coast SD Reader San Diego Family Magazine	San Diego Magazine There Magazine Downtown News Pacific Magazine Westways
Broadcast Editorial Highlights	ABC. CBS8. KUSI. 91X. Fox 5 KSDY. KFM-BFM. Televisa. CW San Diego	KoGo. NBC. KPBS.
Online Editorial Highlights	ABC. CBS8. Fox 5. KPBS. KUSI. There Magazine San Diego Union Tribune. San Diego Magazine. San Diego Tourism Authority	

Past & Current Sponsors



Sponsor Activation Examples

MISSION FED - INTERACTIVE MURAL



NISSAN - SHOWING & TEST DRIVE



BOOCHCRAFT - 21+ SAMPLING



SUBARU - "ART CAR"



NAKED JUICE - SAMPLING



COX - VR PAINTING



Our Vision

ArtWalk San Diego's purpose is to bring the fine art out into the open, showcased in an accessible, fun festival format, encouraging attendees to support our creative community. We embrace inclusivity and diversity, and strive to produce a welcoming environment where creativity flourishes.



ArtReach

ArtReach, co-founded by the ArtWalk team, is a non-profit 501c3 organization that takes professional visual artists into elementary schools county-wide, to deliver high quality art education workshops in schools that have no art resources.

ArtWalk is proud to support the ArtReach cause at each of our events. Through our Artist Give Back Program, participating artists can donate a percentage of their sales to the organization, and a donated activation space at the events, provides ArtReach with creative opportunities for fundraising. Bringing art education back into schools is an important mission that will continue to bring new creativity to our community.

Contact Us

Our team is happy to coordinate an in-person or virtual consultation with your brand representatives to curate a custom-tailored sponsorship package. Whether it be a demo, product sampling, showcase, or one of our well-known custom art-related incentives, we are excited to work with you to create your ideal activation.



Feel free to reach us via the contact info below:

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WE LOOK FORWARD TO YOUR ACTIVATION!

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