

# Sponsorship Opportunities for

**PRATT** FINE ARTS  
CENTER  
The Place to Make **ART**

2011 Mayor's Arts Award Recipient

## *30<sup>th</sup> Annual Fine Art Auction*



Saturday, May 5, 2012 at  
Bell Harbor Convention Center at Pier 66

## About Pratt Fine Arts Center

Pratt was founded in 1976 to provide visual arts training in the Central District. Today, Pratt makes art accessible to everyone, offering a place for spirited exchange, self expression and personal transformation through creativity. Pratt is dedicated to fostering artistic development and engagement locally, nationally and internationally. Pratt is a unique multidisciplinary visual arts resource providing education and instruction, community programs and professionally equipped art making facilities. Pratt serves not only as a gathering center for artists and the artistically-inclined, but also gives every Seattle citizen access to our richly creative and inspirational community through free programming including lectures, exhibitions and events.

## About the 30<sup>th</sup> Annual Fine Art Auction

All auction proceeds will benefit the diverse programming at Pratt Fine Arts Center. At last year's event, Pratt raised almost \$550,000 to support the education and development of artists at every stage of their life and career. It was a great party, and we have even more excitement planned for this year's event. More than 700 guests will experience an unforgettable evening of good wine, fabulous food and amazing art! Attendees will make their way through 3 Silent Auctions filled with more than 300 pieces of art before moving into the dining area where they will enjoy a 3-course dinner and a live auction of fine art. By getting involved, you will enhance the visibility of your company and have the opportunity to communicate your corporate values and commitment to 400 of Seattle's most prominent arts patrons, as well as 300 emerging and established artists. Your participation will raise money to help us serve artists of all ages, skill levels, ethnicities and economic means.

## Education Programs



- Pratt serves more than 3,600 students annually through year-round youth and adult education programs.
- Pratt provides nearly 700 underserved youth in grades K-12 with free and low-cost, hands-on arts education
- Provides over 500 working artists with continuing education and professional development through access to our affordable, professionally-equipped studios, master workshops and artist residencies.
- Presents over 40 free public art exhibitions, artist lectures, and events

## Studio Facilities and Artistic Disciplines



- With over 18,000 square feet in three buildings, Pratt's campus features numerous studios equipped for glassblowing, glass casting, flameworked glass, welding/metal fabrication, forging, bronze casting, stone carving, jewelry/metalsmithing, printmaking, painting, drawing and more.
- Specialized tools and equipment include a 1000 pound glass furnace, kilns, cold shop, printing presses, and a 300 pound bronze & aluminum furnace.

## Featured Naming Opportunities

### *30<sup>th</sup> Annual Fine Art Auction*

Pratt Fine Arts Center  
Saturday, May 5, 2012

Pratt Fine Arts Center invites you to take advantage of one of the exclusive naming opportunities available for the **30<sup>th</sup> Annual Fine Art Auction**. By participating as a named sponsor, your company will be highly visible to all of our guests and recognized for your support of Pratt. *All Event Sponsorship must be confirmed by April 15, 2012.*

#### *Presenting Sponsors*

\$10,000



2 Available

**As Presenting Sponsor, you will be recognized as a sponsor for all Auction Night activities. Presenting Sponsorship provides you with the highest level of auction benefits including:**

Company recognition at the Auction

- Your company name/logo on the stage at the Live Auction
- A total of 2 full-page advertisements in auction catalog\*
- Logo on the cover of auction catalog\*
- Logo on event invitation
- *Plus all the recognition of the Live Auction Sponsorship level*

Special benefits at the Auction

- Complimentary local art delivery for you and your guests
- A total of 10 tickets to the Auction with preferred seating
- Premiere gifts for each of your guests
- Plus all the benefits of the Live Auction Sponsorship level

Additional benefits from Pratt

- Private, customized hands-on art party for 10 at Pratt
- 10 tickets to Pratt's Holiday Art Sale VIP Party (a \$500 value)
- Logo and web link on Pratt's website for 1 year
- Logo listed in our auction E-news letter sent to 10,000 individuals

#### *Live Auction Sponsor*

\$7,500



1 Available

**The Live Auction is the highlight of the Fine Art Auction each year. Benefits of the Live Auction Sponsorship include:**

Company recognition at the Auction

- Logo projected on jumbo screens
- 1 full-page advertisement in auction catalog\*
- Auction entrance signage
- *Plus all the recognition of the Silent Auction Sponsorship level*

Special benefits at the Auction

- A total of 8 tickets to the Auction with preferred seating
- The opportunity to have an artist at your table
- Special wine selections paired with your dinner
- Personal table attendant for the Live Auction
- Plus all the benefits of the Silent Auction Sponsorship level

Additional benefits from Pratt

- 8 tickets to Pratt's Holiday Art Sale Party (a \$500 value)
- Logo and web link on Pratt's website for 1 year
- Name listed in our auction E-news letter sent to 10,000 individuals

\* Logos and artwork must be received by March 15<sup>th</sup> 2012

## ***Preview Night Sponsor***

\$7,500



2 Available

The Preview Night Party honors the many artist who generously donate to the auction. **Benefits of Preview Night Sponsorship include:**

Company recognition at Preview Night and the Auction

- Logo projected on jumbo screens
- 1 full-page advertisement in auction catalog\*
- Recognition on all Preview Night signage and materials
- Plus all the recognition of the Silent Auction Sponsorship level

Special benefits at the Auction

- A total of 8 tickets to the Auction with preferred seating
- The opportunity to have an artist at your table
- Special wine selections paired with your dinner
- Personal table attendant for the Live Auction
- *Plus all the benefits of the Silent Auction Sponsorship level*

Additional benefits from Pratt

- 8 tickets to Pratt's Holiday Art Sale VIP Party (a \$500 value)
- Logo and web link on Pratt's website for 1 year
- Name listed in our auction E-news letter sent to 10,000 individuals.

## ***Silent Auction Sponsors***

\$5,000



3 Available

**Benefits of Silent Auction Sponsorship include:**

Company recognition at the Auction

- Logo placement in auction catalog\*
- ½ page advertisement in auction catalog\*
- Verbal recognition during the Live Auction
- Recognition on all Silent Auction signage
- Company name/logo displayed on table

Special benefits at the Auction

- 6 tickets to the Auction with preferred seating

Additional benefits from Pratt

- 6 tickets to Pratt's Holiday Art Sale VIP Party (a \$300 value)
- Name listed in our auction E-News letter sent to 10,000 individuals.

## ***Glass Sponsors***

\$2,500

Unlimited

**Benefits of Glass Level Sponsorship include:**

Company recognition at the Auction

- Verbal recognition during the Live Auction
- ¼ page advertisement in auction catalog

Special benefits at the Auction

- 4 tickets to the Auction with preferred seating

Additional benefits from Pratt

- 2 tickets to Holiday Art Sale VIP Party (a \$100 value)

## ***Bronze Sponsors***

\$1,000

Unlimited

**Benefits of Bronze Level Sponsorship include:**

Company recognition at the Auction

- Line listing on auction catalog

Special benefits at the Auction

- 2 tickets to the Auction with preferred seating

## ***Artist Table Sponsors***

\$750

20 Available

**Benefits of Artist Table Sponsorship include:**

Company recognition at the Auction

- Line listing on auction catalog

\* Logos and artwork must be received by March 15<sup>th</sup> 2012

# Sponsorship Opportunities

Pratt Fine Arts Center's  
30<sup>th</sup> Annual Art Auction  
Saturday, May 5, 2012

Sponsorship Level	Amount	Number Available	Naming Opportunity	Event Invitation	Event Advertising	Auction Catalog	Event Tickets	Pratt Website	Pratt E-news	Holiday Art Sale Party	Quarterly Class Catalog
<b>Presenting Sponsor</b>	\$10,000	2	Auction Night	Yes Logo	Yes *Company name on stage *Logo on jumbo screens *Auction entrance signage *Table signage *Verbal recognition & stage speech at auction	Yes 2 full-page ads  Logo on Cover	Yes 10	Yes Logo Site Link (for 1 year)	Yes Logo in Auction E-news	Yes 10 VIP Party tickets, plus private art party for 10	Yes
<b>Live Auction Sponsor</b>	\$7,500	1	Live Auction	Yes Logo	Yes *Logo on jumbo screens *Auction entrance signage *Table signage *Verbal recognition at auction	Yes Name Full-page ad	Yes 8	Yes Logo Site Link (for 1 year)	Name in Auction E-news	Yes 8 VIP Party tickets	Yes
<b>Preview Night Sponsor</b>	\$7,500	1	Preview Night	Yes Logo	Yes *Logo on jumbo screens *Preview Night signage and materials *Verbal recognition at auction	Yes Name Full-page ad	Yes 8	Yes Logo Site Link (for 1 year)	Name in Auction E-news	Yes 8 VIP Party tickets	Yes
<b>Silent Auction Sponsor</b>	\$5,000	1 per Silent Auction	Silent Auctions #1, #2 and #3	Yes Logo	Yes *Name on jumbo screens *Logo on Silent Auction Signage *Verbal recognition at auction	Yes Name 1/2 page ad	Yes 6	Yes Logo Site Link (for 1 year)	Name in Auction E-news	Yes 6 VIP Party tickets	Yes
<b>Glass Sponsor</b>	\$2,500	Unlimited		Yes Name	Yes *Name on jumbo screens *Verbal recognition at auction	Yes Name 1/4 page ad	Yes 4	Yes Name (for 1 year)		Yes 2 VIP Party tickets	Yes
<b>Bronze Sponsor</b>	\$1,000	Unlimited				Yes Line listing	Yes 2	Yes Name (for 1 year)			Yes
<b>Artist Table Sponsor</b>	\$750	20				Yes Line listing		Yes Name (for 1 year)			Yes
<b>Deadlines</b>				February 15, 2012	April 15, 2012	March 15, 2012	April 15, 2012				

# Advertising Specifications

Ad Size	Width	Height	Ad Price
Inside Front Cover	8"	10 1/2"	\$1,300
Inside Back Cover	8"	10 1/2"	\$1,200
Full Page	8"	10 1/2"	\$1,100
1/2 Page	8"	5 1/2"	\$650
1/4 Page	4"	5 1/2"	\$400

## FILE AND FONT REQUIREMENTS

All ads should be submitted in digital format either on a CD or e-mailed. They must be in JPEG, TIFF, EPS, Photoshop or PDF.

All ads must include supporting files and fonts. Any ad supplied as an EPS must have all type converted to outlines. Images should be at 300 dpi at the correct ad dimensions and converted to CMYK.

## COPY AND CONTRACT REGULATION

Pratt Fine Arts Center is not responsible for mistakes in ads which have been proofed and approved by the advertiser.

If a mistake in advertising occurs (including, but not limited to, omission, copy error or size error) and it is the fault of Pratt, a "make-good" ad will be made in another Pratt publication. Pratt Fine Arts Center assumes no other responsibility for mistakes and will not be liable for any costs or damages beyond a "make-good" ad.

Pratt Fine Arts Center reserves the right to reject or cancel up to the day of publication any ad it deems unsuitable for publication.

## SHIPPING INFORMATION

Camera-ready ads may be sent by mail to:

Katie Miller  
Grant Writer and Sponsorship Coordinator  
Pratt Fine Arts Center  
1902 South Main Street  
Seattle, WA 98144

Or email to [kmiller@pratt.org](mailto:kmiller@pratt.org).

**Ads must be received no later than March 15<sup>th</sup>, 2012.**

# PRATT | FINE ARTS CENTER

The Place to Make **ART**

## 30<sup>th</sup> Annual Fine Art Auction SPONSOR RESPONSE FORM

- Yes, I would like to become a Sponsor at the \_\_\_\_\_ level with an investment of \$\_\_\_\_\_.
- I would like to purchase a \_\_\_\_\_-page ad in the **30<sup>th</sup> Annual Fine Art Auction**.
- I am not able to participate this year, but would like to purchase \_\_\_\_\_ tickets at \$200 each to attend the **30<sup>th</sup> Annual Fine Art Auction**.

If you have questions please call Katie Miller, Grant Writer and Sponsorship Coordinator, at 206.328.2200x262 or email [kmiller@pratt.org](mailto:kmiller@pratt.org).

If you would like to become a Sponsor please complete the following:

**Preferred listing for Auction materials:**

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(Please print name exactly how it should appear in Auction materials.)

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Contact Information:**

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**Payment Method:**

Visa/MC/Discover/Amex

Check Enclosed

Bill Me

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

**Please scan and send back this form by email or mail to:**

Pratt Fine Arts Center  
Attn: Katie Miller  
1902 South Main Street, Seattle, WA 98144  
Email: [kmiller@pratt.org](mailto:kmiller@pratt.org)  
Office: 206.328.2200 x262  
Fax: 206.328.1260

Thank you!