

### About Pratt Fine Arts Center's Auction

On Saturday, April 29, 2017 more than 500 of Seattle's most prominent art patrons and artists will gather at historic Hangar 30 in Seattle's Magnuson Park for an imaginative evening of incredible art, tasty fare, and fine wine. Guests will discover a Silent Auction exhibition featuring nearly 150 original artworks, before enjoying a delectable dinner and a rousing live auction of fine art and unique art-inspired experiences donated by innovative and accomplished artists from Seattle, the Pacific Northwest, and beyond. **We invite you to join us in celebration of our 40<sup>th</sup> anniversary!** All event proceeds support our mission to *make art accessible to everyone*.

### About Pratt Fine Arts Center

Pratt is a unique multidisciplinary visual arts resource providing education and instruction, community programs, and professionally-equipped art making facilities. Pratt serves as a lasting tribute to Edwin T. Pratt, a community leader who championed equal access to housing and educational opportunities for all Seattle residents. We honor his memory by making art education accessible for people of all ages, backgrounds, and skill levels.

### Our primary program activities include:

- **Adult Classes & Workshops:** over 500 subsidized classes and workshops each year in glass art, sculpture, jewelry, printmaking, painting, drawing, woodworking, and more for adults at all skill levels;
- **Studio Access:** over 300 working artists access affordable, professionally-equipped studio space;
- **Youth Programs:** free and low-cost opportunities to explore creativity for over 700 K-12th graders, including many from underserved Seattle communities;
- **Lectures, Exhibitions, and Events:** more than 20,000 people access the visual arts each year through our free public lectures, exhibitions, demonstrations, and events;
- **Scholarships & Tuition Assistance:** an array of merit- and need-based scholarships and tuition assistance opportunities in every visual arts discipline.

### Sponsorship & Advertising Opportunities

By participating as an exclusive event sponsor, your company will be highly visible to all of our guests and recognized for your support of Pratt and the visual arts. Please see our sponsorship and advertising opportunity descriptions for a complete breakdown of sponsorship levels and benefits and ad specs.

To reserve your sponsorship or advertisement, visit our website at [www.pratt.org](http://www.pratt.org) or contact Grant & Sponsorship Manager Julie Custer at [jcuster@pratt.org](mailto:jcuster@pratt.org) or 206.328.2200 x 235.





## 2017 Auction: Sponsorship Levels & Benefits

### PRESENTING SPONSOR **\$10,000**

- Table for 10 at auction
- VIP treatment & special gifts for auction guests
- Full-page advertisement in auction catalog
- Company name and logo in auction marketing materials  
*Event marketing: logo and site link on pratt.org event page for 1 year; name/logo in auction e-newsletter. Event recognition: auction catalog sponsor listing; logo on jumbo screens; verbal recognition in stage speech; name/logo on auction entrance signage; name/logo on table signage at your table.*
- Exclusive Art Party for up to 30 guests in Pratt's Screenprinting Studio  
*Treat up to 30 guests to a unique, hands-on art experience in Pratt's studios. Art Party includes professional teaching artist instruction, all required art supplies and equipment, and light refreshments. The fine print: 30-day advanced scheduling suggested; schedule by December 2017. Fair Market Value = \$3,905*

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### CORPORATE BENEFACTOR **\$5,000**

- Table for 10 at auction
- VIP treatment & special gifts for auction guests
- 1/2-page ad in auction catalog
- Company name and logo in auction marketing materials  
*Event marketing: logo and site link on pratt.org event page for 1 year; name/logo in auction e-newsletter. Event recognition: auction catalog sponsor listing; logo on jumbo screens; verbal recognition in stage speech; name/logo on auction entrance signage; name/logo on table signage at your table. Fair Market Value = \$2,250*

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### INDIVIDUAL BENEFACTOR **\$5,000**

- Table for 10 at auction
- VIP treatment & special gifts for auction guests
- Name listing in auction marketing materials  
*Event marketing: name on pratt.org event page for 1 year; name in auction e-newsletter. Event recognition: auction catalog sponsor listing; name on jumbo screens; name on signage at your table. RSVP by March 1, 2017 to secure full range of benefits. Fair Market Value = \$1,650*

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### ARTIST TABLE SPONSOR **\$1,000**

Underwrite the cost for 10 donating artists to attend the auction

*Purchase in addition to your own admission OR support artists if you are unable to attend*

- Company name and logo in auction marketing materials  
*Event marketing: logo and site link on pratt.org event page. Event recognition: auction catalog sponsor listing; logo on jumbo screens; name/logo on table signage at donating artists' table. RSVP by March 1, 2017 to secure full range of benefits. Fair Market Value = \$0*

**DEADLINES:** Reserve your sponsorship by **March 1, 2017** to receive full benefits, including inclusion in auction catalog and marketing materials. Final ads, logos, and preferred listing names are due by **March 1, 2017**. Sponsor table guest names and entrée preferences are due by **April 10, 2017**.



## 2017 Auction: Catalog Advertising Options & Specifications

Ad Size	Width in inches	x	Height in inches	Price
Full page - <i>vertical</i>	5.375 <b>w</b>	x	8.5 <b>h</b>	\$1,000
Full page - <i>full bleed option</i>	6.25 <b>w</b>	x	9.25 <b>h</b> (6 x 9 trim size)	\$1,000
Half page - <i>horizontal</i>	5.375 <b>w</b>	x	4.125 <b>h</b>	\$600
Half page - <i>vertical</i>	2.5 <b>w</b>	x	8.5 <b>h</b>	\$600
Quarter page - <i>vertical</i>	2.5 <b>w</b>	x	4.125 <b>h</b>	\$300

### File Requirements:

Preferred ad art format: print-ready PDF

Other acceptable formats: JPEG, TIFF, AI, EPS, or PSD

Raster artwork and linked images should be 300dpi at the size used. Vector art should have all fonts outlined and include any linked files.

### Copy and Contract Regulation:

Advertisers are solely responsible for the content and correctness of supplied materials. Pratt Fine Arts Center reserves the right to reject or cancel, up to the day of publication, any ad it deems unsuitable for publication.

Ads submitted with a white background may have a thin border added by Pratt's catalog designer.

### Ad Submission Information:

All ads should be submitted in digital format either on a CD or emailed. Camera-ready digital ads on CD may be sent by mail to:

Julie Custer, Grant & Sponsorship Manager  
Pratt Fine Arts Center  
1902 South Main Street  
Seattle, WA 98144

Ads may be emailed to [jcuster@pratt.org](mailto:jcuster@pratt.org).

**Note** → if submitting ad via email, please send a separate email message to confirm receipt of image files.

**DEADLINE:** Print-ready advertisements are due on Wednesday, March 1, 2017



2017 Auction: Sponsor & Advertiser Reply Form

Yes, I would like to become an EVENT SPONSOR at the \_\_\_\_\_ level with an investment of \$\_\_\_\_\_.

I would like to purchase a \_\_\_\_\_-page ad in Pratt's 2017 Fine Art Auction catalog.

Preferred EVENT SPONSOR name listing for auction materials:

\_\_\_\_\_  
(Please print name exactly how it should appear in auction materials.)

Contact /Billing Information:

Company\_\_\_\_\_

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

Billing Address\_\_\_\_\_

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

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

Payment Method:

Check Enclosed

Please Send Invoice

VISA  MasterCard  American Express  Discover

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Card Security Code\_\_\_\_\_

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

Please return completed form by email or mail to:

Pratt Fine Arts Center  
Attn: Julie Custer  
1902 South Main Street  
Seattle, WA 98144

Email: [jcuster@pratt.org](mailto:jcuster@pratt.org)

Phone: 206.328.2200 x 235

**Thank you!**