



ART MEETS FASHION SPONSORSHIP PACKAGES

Art Meets Fashion Education Program

Rana Sampson, First Lady of San Diego - Art Meets Fashion VIP Honorary Patron

The San Diego Visual Arts Network (SDVAN) and FOCUS (Fashion Opportunities Connect US) have collaborated to produce Art Meets Fashion, an educational program whose mission is to get local teens involved in the arts.

Presenting Sponsorship

Presented by XYZ Corp

\$25,000 sponsorship fee

Includes Media Package at San Diego Airport Valued at \$26,000

Limited to One Sponsorship

*production costs not included

**Exclusivity rights among competing business categories will be granted upon receipt of sponsorship commitment for this event.

Volunteer positions are open to company employees who sponsor AMF with preferential placement depending on skill levels.

Attendance Opportunities

- 10 VIP Seats to the fashion show at the San Diego Airport
- 10 Invitations to VIP Cocktail party before the Fashion Show

On Site Media Exposure at San Diego Airport

- Wall Wrap inside Airport for month of event (see **Attachment A**)
- 3 Digital Display Screens for month of event

Promotion Opportunities

- Onsite signage consistent with Presenting Sponsor
 - On stage
 - On runway
 - In display cases for 6 months.
 - On all AMF banners located at Airport
- Company acknowledged as a sponsor by Event MC from Stage.
- Company noted as a sponsor on all press releases
- Company noted as a sponsor on all VIP email invites
- Recognition with logo on the ArtMeetsFashion.org & SDVisualArts.net website including a link-back
- Signed first edition collectible event silk scarf
- Opportunity to provide insert into complimentary, tote bag distributed to attendees
- Full-page ad in the online catalog

For more information: www.ArtMeetsFashion.org



- Sponsor listing in event brochure
- Additional discounted advertising opportunities with Airport media partners

Fashionista - \$5,000 (Limited to 3 sponsors)

Attendance Opportunities

- 6 VIP Seats to the fashion show at the San Diego Airport
- 6 Invitations to VIP Cocktail party before the Fashion Show

Promotion Opportunities

- Onsite signage consistent with Fashionista Sponsor
 - On stage
 - On runway
 - Will be featured in a display case for 6 months
 - On all AMF banners located at Airport
- Company acknowledged as a sponsor by Event MC from Stage.
- Company noted as a sponsor on all press releases
- Company noted as a sponsor on all VIP email invites
- Recognition with logo on the ArtMeetsFashion.org & SDVisualArts.net website including a link-back
- Signed first edition collectible event silk scarf
- Opportunity to provide insert into complimentary, tote bag distributed to attendees
- Half-page ad in the online catalog
- Sponsor listing in event brochure
- Additional discounted advertising opportunities with Airport media partners

Cognoscenti - \$3,000

Attendance Opportunities

- 4 Seats to the VIP fashion show at the San Diego Airport
- 4 Invitations to VIP Cocktail party before the Fashion Show

Promotion Opportunities

- Onsite signage consistent with Cognoscenti Sponsor
 - On stage
 - On banner located at Airport
- Company acknowledged as a sponsor by Event MC from Stage.
- Company noted as a sponsor on all press releases
- Company noted as a sponsor on all VIP email invites

For more information: www.ArtMeetsFashion.org



- Recognition with logo on the ArtMeetsFashion.org & SDVisualArts.net website including a link-back
- Signed first edition collectible event silk scarf
- Half-page ad in the online catalog
- Sponsor listing in event brochure

Aficionado - \$1000

Attendance Opportunities

- 2 VIP Seats to the fashion show at the San Diego Airport with reserved seating
- 2 Invitations to VIP Cocktail party before the Fashion Show

Promotion Opportunities

- Company acknowledged as a sponsor by Event MC from Stage.
- Company noted as a sponsor on all press releases
- Company noted as a sponsor on all VIP email invites
- Recognition with logo on the ArtMeetsFashion.org & SDVisualArts.net website including a link-back
- Sponsor listing in event brochure

Other Sponsorship Participation Opportunities:

In Kind donations/sponsorships available:

- Catering
- Hors D' Oeuvres
- Wine, Beer
- Printing Services

Donations from Individuals: Please contact Patricia Frischer, SDVAN coordinator, patricia@sdvisualarts.net 760 943 .0148

For more information: www.ArtMeetsFashion.org



-----Sponsorship, Ad Program Participation Form-----

Please fill out the form below and designate your advertising or sponsorship commitment.

I would like to be an Art Meets Fashion Sponsor/Contributor. Below is the sponsorship package I have chosen:

___ **Presenting Sponsor \$25,000** (Exclusive Sponsorship includes \$26K Media at SD Airport)

___ **Fashionista - \$5,000** (Limited to 3 sponsors)

___ **Cognoscenti - \$3,000**

___ **Aficionado - \$1000**

___ Other Donation Under \$500

Total _____

Business Name as it should be listed:

Business URL address:

Business Address:

Contact: _____ Phone: _____ Email: _____

Please send check made out to SDVAN to San Diego Visual Arts Network
2497 Montgomery Avenue, Cardiff by the Sea, CA 92007

Payment by Feb 1 will guarantee your name in all publicity and advertising if applicable.

THANKS FOR YOUR SUPPORT!

For more information: www.ArtMeetsFashion.org

[San Diego Visual Arts Network](http://www.SDVAN.net) (Public Charity 501 (c) 3 EIN #205910283)
2487 Montgomery Avenue, Cardiff by the Sea, CA 92007 www.SDVAN.net 760.943.0148 info@sdvisualarts.net



[Art Meets Fashion Education Program](#)

[The San Diego Visual Arts Network](#) (SDVAN) and [FOCUS](#) (Fashion Opportunities Connect US) have collaborated to produce Art Meets Fashion, an educational program whose mission is to get local teens involved in the arts.

Art Meets Fashion will enliven the San Diego art scene by combining the fashion and art worlds. Twelve teams, each consisting of an artist, a fashion designer, an educator and a documenter, will be assembled to bring a wave of creative energy to the program. Team members will collaborate, mentor, and share their individual talents with each other to gain new skills. Each team will choose a theme of environmental issues, futuristic visions, science, and art connections. The product of these collaborations will be showcased throughout the city in April and May 2011.

Finale events will include a VIP fashion show and a group show at the SD International Airport on April 28, 2011, a public Open Catwalk launch at the NTC on May 6 and a series of independent exhibitions for each of the teams,

An important component of each team is its educator. These educators will create lesson plans for their classrooms and to distribute county-wide. With recent education budget cuts, art programs in our schools have gravely suffered. It is Art Meets Fashion's goal to give back to the schools that have given so much to our community. Team educators work with a variety of programs to reach out to at risk teens for example at [ARTS: A Reason to Survive](#), [SD Center for Children](#), [Arts Media Teen Producers](#), and [St. Madeleine Sophie's Center](#).

Funds raised by the Art Meets Fashion project will help buy supplies and tools for schools in need. Funds will be used to implement the lesson plans and display the resulting works. Lesson plans should combine art and fashion and show both as a career path as well as tool for self expression. Lesson plan will comply with California Content Standards. Please see our [Sample lesson plan PDF](#).

Wherever possible, teens have been chosen to work with the teams under teacher support and guidance. Teens will also be included in the fashion show as much as possible. We will be showcasing the results of their hard work and creativity at the San Diego International Airport during the summer of 2011.

The exhibition will feature the results not only of the cross pollination of the artist and fashion designer, but also the documentation of the educational process. The documenters are all talented videographers, writers and photographers.

Independent teens who wants to work on the theme Art Meets Fashion may enter the free [Art Meets Fashion Online Competition](#) until the middle of April, 2011. There is a special category for those from 14 - 18. The competition is free of charge and will be juried by Kay Colvin, director of the L Street Gallery.

For more information: www.ArtMeetsFashion.org

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10 Good Reasons to sponsor Art Meets Fashion

1. Marketing exposure to A list attendee
2. Corporate goodwill from the city institution, participants, and visitors
3. Increase brand awareness and acceptance
4. Enhance corporate image
5. Promotion on the event's website (hyperlinked to sponsor's website)
6. Educational benefit for at risk teens
7. Support of the Arts and Culture community in SD
8. Encouragement of art collecting and connoisseurship
9. Stimulation of the San Diego economy
10. Fantastically fun event!

Timeline

February 15, 2011 - Projects due including all fashion, art, documentation and lesson plans

Thursday, April 28, 2011 – VIP fashion show on at the San Diego International Airport

March – June 2011 – Group show, which will present highlights of each team, at Terminal 2, SD International Airport

Friday, May 6, 2011 – Team exhibitions – Galleries and boutiques throughout central San Diego at NTC

June to Sept 2011 – Lesson Plan exhibition for teen products at Terminal 2, SD International Airport

Ongoing – Art Meets Fashion Fringe events

[The San Diego Visual Arts Network](#) (non-profit Public Charity 501 (c) 3 EIN #205910283) has a mission to improve the clarity, accuracy and sophistication of disclosure about San Diego's artistic and cultural life. We are dedicated to reinforcing the idea that the visual arts are a necessary and vital part of the health of our city. By providing a website with a directory and events calendar and facilitating numerous collaborations on visual arts projects, we hope to not only build the confidence of those involved in the arts, but disseminate information throughout San Diego thus raising the bar on the writing, production and appreciation of the visual arts in our region. SDVAN list 1600 visual arts resources, has 4,000-5,000 unique visitors to our website per month and get over one million hits a year. We have approx 35,000 on our opt-in mailing list. SDVAN exhibition resume includes: [Little & Large](#), [Movers and Shakers](#), [SD Art Prize](#), [New Contemporaries](#).

[FOCUS \(Fashion Opportunities Connect US\)](#) is a fashion industry networking organization for emerging professionals with goals to:

Connect - create a community for those in fashion related industries to NETWORK, LEARN & GROW

Promote - generate exposure opportunities for the emerging fashion market - designers, stylists, manufacturers, e-tailers, boutique owners, fashion students & other entrepreneurs

Inspire - expose the San Diego consumer base to the independent fashion scene in San Diego through the Passport to Style, Art Meets Fashion, and other related events

Educate - build a platform where experienced professionals can share their knowledge with the next generation

For more information: www.ArtMeetsFashion.org

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Give back - build the scholarship program and create means to donate to fashion related charities in San Diego

[San Diego International Airport Art Program](#) creates an Airport ambiance unique to San Diego and welcomes 540,000 people monthly to the Airport and region. The mission of the program is to provide enhanced customer service by creating artwork and programming that engage travelers in innovative, memorable considerate experiences that enlist a "wow" response and encourage people to return to the airport. Temporary and Rotating Exhibits is a free program available to local and regional cultural organizations. The purpose of this program is to showcase the diversity of arts and culture of the San Diego Region. Museums, cultural institutions, arts organizations as well as individual artists are afforded opportunities to exhibit their collections of wares, artifacts and original artwork at the airport. This program presents just a sample of the cultural richness that can be found throughout San Diego. The art program is managed by Constance White.

For more information on how to sponsor this event:

Carolann Dekker, CEO Dekker Marketing:

carolann@dekkermarketing.com

Kelly Fleischmann, Advertising Manager, San Diego International Airport:

kelly@youngeragency.com



www.SDVisualArts.net

focus www.focusd.org

For more information: www.ArtMeetsFashion.org

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Attachment A

ART MEETS FASHION San Diego International Airport Advertising Opportunities



EXCLUDE AMF
OPPORTUNITY

14'X20' WALL WRAP

FASHION
SHOW STAGE

Art Meets Fashion sponsorship offers a unique advertising medium at the San Diego International Airport. Included in your Presenting Sponsorship is one wall wrap located in the terminal two baggage claim area. This wrap is visible to nearly 540,000 travelers monthly. At 14'x20' your generous sponsorship is sure to make a big impression! Three digital 70" LCD screens are also included in your Sponsorship package. These screens are state of the art, High Definition screens located throughout the airport's three terminals. On the evening of our Art Meets Fashion runway event the digital screens will be directly above the runway, visible for all to see.



DIGITAL SCREEN

For more information: www.ArtMeetsFashion.org

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Attachment B

Art Meets Fashion From Evolution to Ecology to Ecstasy Information Sheet

[Art Meets Fashion](#) is organized by [The San Diego Visual Arts Network](#) (SDVAN) and [FOCUS](#) (Fashion Opportunities Connect US) to initiate collaborations between established fashion designers and visual artists of excellence to showcase the creativity in San Diego. One of the goals of this project is to encourage local teens to be involved in the Arts by giving them opportunities through lesson plans developed from the exhibition and products created.

[SDVAN](#) and [FOCUS](#) have embarked on a project to enliven the SD art scene by cross pollinating the fashion and art worlds. By putting together teams consisting of an artist, a fashion designer, a teacher and a documenter, we hope to encourage products with immense creative energy. The teams will collaborate and mentor each other to gain new skills. The collaborations will be showcased April 2011. Finale events will include:

- VIP fashion show on Thursday, April 28 at the [San Diego International Airport](#)
- Series of independent exhibitions for each of the teams at 2-3 hubs including the [NTC Promenade at Liberty Station](#), Downtown San Diego and North Park
- One group show, which will present highlights of each team at the San Diego International Airport (Terminal 2, baggage claim) from March - June 2011..
- Lesson plans created by the teachers involved in the project will be posted and results featured in a special exhibition at the San Diego International Airport (Terminal 2, baggage claim) from July to September, 2011.
- [Art Meets Fashion: The Fringe Events](#) which are cross promotions of other art and fashion themed event will be ongoing until June 2011.
- Art Meets Fashion online competition featured on [Zhibit.org](#) with winner announced Dec 2010

The exhibition will feature the results not only of the collaboration of the artist and fashion designer, but also the documentation of the process by talented videographers, writers and photographers. An exciting component of the team is the educator who will be asked to create lesson plans for their classrooms and general publication. Priority is given to teachers who work with at risk teens. Our goal is to include teens within the teams when supervision by teachers can be provided.

The Project

Upon approval of initial applications, teams consisting of an artist, a fashion designer, a documenter and an educator will be assigned and collaborative projects will begin. The goal of this collaboration is to create a marketable product (either garment or art work) for display in a fashion show and exhibitions at galleries and boutiques and to create lesson plans to be used in ongoing, youth-focused educational programs. Each team will choose its own theme and will work together to create an exciting, unique body of work.

Selection of Collaborative Teams

A panel of experts from the community, creative industries and academia will review the submissions. Selection criteria will include originality, consistency of theme, creativity, innovation, and the quality of the written and visual submission. The panel will endeavor to put teams together if a team submission was not submitted. Members of the teams will be assigned based on individuals' expertise and overall creative compatibility.

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Team Criteria

Designers/Artists: Consistency of theme, Wear-ability and marketability of products produced, Creativity – Originality, Innovation uniqueness, Workmanship – use of materials and finishing is very important

Documenters: Attention to detail and over-all organization of documentation , Originality and uniqueness of concept for presentation of documentation , Quality of presentation medium and relevance to theme

Educators: Lesson plans fit into curriculum of school, Able to implement in school, Reading list, material list and suggested variations are well researched, Lesson plans are complicated enough to be challenging and simple enough to be elegant

The educators are a vital part of this project. It is hoped especially that at risk teens will find inspiration in the fashion and art world for careers in the fashion and art industry. The lesson plans designed by the educators will be taken back to their schools and used in the classroom. An exhibition of the best results of these lesson plans will be featured in a future exhibition sponsored by SDVAN and FOCUS. Educator are encourage to involve volunteer students in the collaborative project as observers or participants.

Collaborative Design Project Benefits

Team members will substantially benefit from this collaboration through:

- Exposure to a broad audience base
- Exhibition/Sales opportunities
- Networking with a wide range of new professional contacts
- Recognition by peers and industry leaders
- Documentation of work including event catalog
- Contribution to art education for the youth of the San Diego region

For more information: www.artmeetsfashion.org

Patricia Frischer, coordinator, SDVAN patricia@sdvisualarts.net 760.943.0148

Felena Hanson, director, FOCUS felena@focusSD.org 619.889.7852

For more information: www.ArtMeetsFashion.org

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