



2010 Art is in the Air Gala Co-Chairs

Donna Valentine
Celia Tejada

Summer, 2010

Re: Corporate Sponsorship Opportunity

The Imagine Bus Project's Fundraising Gala, **Art is in the Air**

Past Art is in the Air Individual Sponsors

Sandra Abbott
Leslie Alden
Joseph Alioto
Coleen and John Amster
Derek Aspacher and Nader Meykadeh
Connie Goodyear Baron
Charles and Wendy Bolton
Shelby and Carol Bonnie
Andre and Holly Clubok
Carolyn and Chris Colpitts
Nancy Conner
Lycia and Rocky Fried
Sean and Kerry Honey
Steven Katz
Jane Lang
Brett Lilienthal
Mr. and Mrs. John Lilienthal
Haynes Lindley
Maggie and Carter Mack
Patricia and Jerry Malone
Annabell and Arnold McClellan
Julie Munro
Daniel and Victoria Prendergast
Larry and Becky Reed
William and Elizabeth Robbins
Kate and George Rowe
Gena Segno and Marla McPherson
Shultz Family Fund
Roselyn Swig
Susan and David Tunnell
Mary and Chip Unsworth, Jr.
Suzy Vogler
Nina and Charles Ward
Mr. and Mrs. Gregory Wendt
Diane Wilsey

Past Art is in the Air Corporate Sponsors

Anthony Meier Fine Arts
Bonhams & Butterfield
The Capital Group Companies
Hackett-Freedman Gallery
Hotwire
Gymboree
Presidio Social Club
Ryan Associates
Sotheby's
Ubisoft, Inc.
Union Bank
Vertical Response

Past Art is in the Air Foundation Sponsors

Bowes Foundation
Caldwell & Fisher Foundation
Case Family Foundation
Florsheim Foundation
Haynes Foundation

Dear Friend,

Please join hundreds of individuals, local businesses and corporations in supporting visual arts education for under-served Bay Area students by sponsoring The Imagine Bus Project's 6th annual gala fundraising event, **Art is in the Air**. This year's theme, **Expressions of Love**, takes a positive stance in light of statewide budget cuts and insufficient resources, to convey the passion and profound support that so many of us share for our children and youth in need.

The funds raised at **Art is in the Air** will provide visual arts education programs, student exhibitions and community events to over 3,000 under-served children and youth annually. Our goal this year is to raise \$100,000, 30% of our organization's total budget. The success of **Art is in the Air** is due in large part to the generosity of our sponsors, whose financial support is critical for the continuation of our programs. Today more than ever, your help is needed to ensure the continuation of The Imagine Bus Project's (TIBP) arts education programs.

The 2010 **Art is in the Air** gala will take place on Thursday, October 21 at Terra, a stylish and sophisticated SOMA gallery. The event will feature love-themed student artwork, a silent auction, live art demonstrations and other activities. In addition, top restaurants and wineries will pair delectable appetizers and libations, while over 20 well-known local artists will donate contemporary works of art for auction.

As an **Art is in the Air** corporate sponsor, you will benefit from extensive exposure to an affluent Bay Area audience through our web site, emails, printed invitations and media outreach.

The enclosed sponsorship packet includes information on the various sponsorship levels and benefits as well as a commitment form. We encourage you to select the level that best meets your needs and complete the form at your earliest convenience to maximize your exposure. Be assured that your sponsorship contribution goes directly to support The Imagine Bus Project's programs in under-served communities.

Your **Art is in the Air** sponsorship will make a genuine impact on children throughout the Bay Area who would otherwise not have access to visual arts education experiences. Thank you for considering supporting the work of The Imagine Bus Project by becoming a sponsor of art is in the air. We look forward to sharing this exciting evening with you.

Please don't hesitate to call us if you have questions or would like to discuss sponsorship opportunities in more detail.

Best regards,

Donna Valentine
Art is in the Air Co-Chair

Jon Wollenhaupt
Art is in the Air Marketing Chair



ART IS IN THE AIR 2010 SPONSORSHIP BENEFITS

\$15,000 PRESENTING SPONSOR

- Your company or organization name and logo will receive premium placement as the presenting sponsor in all Art is in the Air materials including:
 - 5,000+ printed invitations
 - All email invitations (series of six emails with distribution of 2,000)
 - Event program
 - Event signage
- **EXCLUSIVE:** Your company or organization name and logo will be printed on the outer envelope of 5,000+ invitations
- Your company or organization name, logo and brief description (with a link to your web site) will receive premium placement on the home and event pages of our newly redesigned web site for a one-year period
- Your company or organization name and logo (with link to your web site) will be featured in The Imagine Bus monthly e-newsletter (monthly distribution to 2,000) for a one-year period
- Your company or organization name will be included in all press releases and media outreach
- Your company or organization name and logo will be prominently displayed at The Imagine Bus Project's on-site student gallery for a one-year period (Annual audience of over 1,000)
- Your marketing materials will be made available at the event
- Right of first refusal for next year
- Ten (10) event tickets

\$10,000 CHAMPION

- Your company or organization name and logo will receive premium placement in Art is in the Air materials including:
 - 5,000+ printed invitations
 - All email invitations (series of six emails with distribution of 2,000)
 - Event program
 - Event signage
- Your company or organization name and logo (with a link to your web site) will receive premium and placement on the home and event pages of our newly redesigned web site for one-year
- Your company or organization name and logo (with link to your web site) will be featured in The Imagine Bus monthly e-newsletter (monthly distribution to 2,000) for a one-year period
- Your company or organization name will be included in all press releases and media outreach
- Your marketing materials will be made available at the event
- Eight (8) event tickets

\$5,000 BENEFACTOR

- Your company or organization name will be extensively listed and recognized in the following:
 - 5,000+ printed Art is in the Air invitations
 - All Art is in the Air email invitations (series of six emails with distribution of 2,000)
 - The Imagine Bus web site
 - Art is in the Air event program
 - Art is in the Air event signage
- Eight (8) event tickets



ART IS IN THE AIR 2010 SPONSORSHIP LEVELS & BENEFITS (CONTINUED)

\$2,500 PATRON

- Your company or organization name will be extensively listed and recognized in the following:
 - 5,000+ printed Art is in the Air invitations
 - All Art is in the Air email invitations (series of six emails with distribution of 2,000)
 - The Imagine Bus web site
 - Art is in the Air event program
- Six(6) event tickets

\$1,000 SUPPORTER

- Your company or organization name will be listed and recognized in the following:
 - The Imagine Bus web site
 - Air is in the Air event program
 - Six (6) event tickets
 - \$500 Advocate
- Four (4) event tickets

ABOUT THE IMAGINE BUS PROJECT

The Imagine Bus Project is an arts education organization that provides visual arts programming to over 3,000 under-served Bay Area children in kindergarten through 12th grade. Working in partnership with local school districts, juvenile detention centers, after school programs and community based youth organizations, the Imagine Bus Project delivers art classes that are designed to help children improve their creative habits, learn to work corroboratively, increase their general knowledge and appreciation of art and build skills in art making that support their confidence in the classroom. In our current economic environment, where there are significant cutbacks to educational programs at all levels, art and after school programs have been among the most severely cut.

Your support will ensure that Imagine Bus Project will continue in its mission of providing art education to our most vulnerable children and youth, giving them access to the world of art.

QUESTIONS AND ADDITIONAL INFORMATION

If you have questions, need additional information or would like to discuss a custom sponsorship package, please call or email:

Laura Poppiti
Development Manager
The Imagine Bus Project
Tel: 415.252.9125
Email: laura@imaginebusproject.org

THANK YOU FOR YOUR SUPPORT!

Please note the deadline for recognition in Art is in the Air printed materials is July 30, 2010.
Tax ID #: 94-3368096

**ART IS IN THE AIR 2010
CORPORATE SPONSORSHIP FORM**



DEADLINE FOR RECOGNITION IN THE PRINTED INVITATION IS JULY 30, 2010

SPONSOR: _____
(Please print sponsoring individual/company's name EXACTLY as it should appear in printed materials)

CONTACT & TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____ URL: _____

CORPORATE SPONSOR LEVELS

Please indicate your selected level:

- _____ \$15,000 Exclusive Presenting Sponsor
- _____ \$10,000 Champion
- _____ \$5,000 Benefactor
- _____ \$2,500 Patron
- _____ \$1,000 Supporter
- _____ \$500 Advocate

PAYMENT OPTIONS

- _____ Check Enclosed
- _____ Please Bill Me
- _____ Please charge card below

VISA/MASTERCARD

CARD # _____

EXP.DATE: _____ SECURITY CODE: _____

SIGNATURE OF DONOR: _____ DATE: _____

PLEASE SIGN AND FAX OR MAIL FORM TO:

The Imagine Bus Project
342 9th Street, Suite 201
San Francisco, CA 94103
FAX 415.294.9025

Your donation is tax-deductible to the extent of the item's value with receipt provided by TIBP.
Please call 415.252.9125 for questions or additional information.

Thank you for your support!