

ELDORADO STUDIO TOUR
ACQUIRING SPONSORSHIPS GUIDELINES

2022 Studio Tour

Please read carefully even if you have done it before, some things may have changed.

- I. **If you participated in the 2021 Participant Sponsorship Program last year AND are planning to participate in the 2022 Studio Tour**
 - A. You will automatically be assigned to the same sponsors you had in 2021.
 - B. If you no longer wish to be assigned to a specific sponsor, let the Sponsorship Committee Chair know asap. That sponsor will be reassigned to another participant.
 - C. Refer to the **2022 Reserved Sponsor-Artist Assignment List**

- II. **If you participated in the 2021 Participant Sponsorship Program but you ARE NOT planning to participate in the 2022 Studio Tour and want to keep your reserved sponsors for 2023.**
 - A. You are responsible for soliciting and obtaining those sponsors reserved for you for the 2022 Studio Tour to maintain those sponsors for yourself
 - B. You must inform the EACA about each sponsor prior to April 15, 2022, a written commitment to obtaining the sponsor for the 2022 Studio Tour
 - C. Failing to do the above will forfeit your right to claim this sponsor and they will be made available to another participant

- III. **Who should you ask to be a sponsor?**
 - A. Ask people you know or with whom you do business: your doctor, dentist, hairdresser, favorite local businesses, friends, family, clients.
 - B. Think about who would be a good match for Eldorado – business that market or should market to the residents of Eldorado.
 - C. Participants may self-sponsor with their own Art Business for the Brochure sponsor listing for an additional \$100 beyond the Participant Sponsorship Commitment
 1. Self-sponsoring for \$100 and paying the \$100 opt-out fee are the same thing with the difference being if one self-sponsored, one's name would be on the sponsor list. This is not a fair use of the sponsorship program, hence the requirement to bring in an additional \$100 in other sponsorship monies.
 - D. Check the **2022 Reserved Sponsors-Artist Assignment List** to see if that person or business is already a sponsor and assigned to someone else
 1. Be respectful of these sponsor/artist relationships as many have been paired up for a long time.
 2. **IMPORTANT:** if you obtain a sponsorship from a person or business allocated to another artist, the original artist will get the credit for the sponsorship.
 3. When in doubt, contact the Sponsorship Committee Chair
 - E. If a person or business is not on the **2022 Reserved Sponsors-Artist Assignment List**, it is considered available to any artist.
 1. Keep in mind even if not on the list, they may have already been newly solicited by another artist, be respectful of that.

IV. How to approach a sponsor

- A. Call and ask for an appointment to go over the information with them (best for businesses and professionals)
 - 1. You may also have success emailing if someone knows you well, attaching the ***Sponsor Benefit Levels*** and ***Sponsor Donation Form***
- B. Ideally you should drop off the information in person with the possibility you can review it with them at that time.
- C. Tell them you think their sponsorship would be a good match for their marketing efforts and supports the Studio Tour's advertising throughout Eldorado and Santa Fe.
 - 1. Other Talking points:
 - a. Ours is the largest studio tour in the state of New Mexico
 - b. 100 + artists at over 75 studios open during studio weekend September 24 & 25, 2022
 - c. 10,000+ brochures distributed throughout the Santa Fe metropolitan area with sponsors listed in brochure according to Sponsorship Levels.
 - d. Exposure for businesses on our website listed by Sponsorship Levels
 - e. The EACA is a 401(c) (4) Education Tax-Exempt organization NOT a non-profit
 - 1) This means they can not use the contribution as a tax-deductible donation, but they are able to write it off as a business expense.
 - f. EACA and artists in the Studio Tour support local non-profit organizations by donating a portion of their sales proceeds.
 - g. Review the sponsorship levels and the associated benefits,
 - h. and ask them if you can leave information for them to review if no decision is made immediately.
- D. Print out and carry with you copies of the ***Sponsorship Benefit Levels*** and ***Sponsor Donation Form*** to show and share
 - 1. Print in color if possible
- E. **Underwriter sponsors**
 - 1. Any artist may solicit their sponsor to be an Underwriter.
 - 2. Underwriter Deadline is May 30, 2022
 - 3. If you achieve this, it is important to notify the Sponsorship Committee Chair immediately.
 - a. There is a limited number of underwriter spots that get full underwriter benefits
 - b. Underwriter sponsorships are tracked differently
 - c. You must also obtain a jpg version of the sponsor's logo and forward to the Website Chair and the Graphics Chair
- F. **In-Kind Sponsors**
 - 1. Some businesses may offer an in-kind sponsorship in lieu of cash such as products – predominantly used for the Preview Gallery Reception or publicity related items.
 - 2. Prior to accepting an In-Kind sponsor, you must have approval to do so.
 - a. Inform the potential sponsor that In-kinds require approval and that you will get back to them
 - b. Contact the Sponsorship Committee Chair who will confirm if the In-kind donation is needed.
 - c. Once approved (in writing) you may secure that offer from the business. Be sure to have them declare a monetary value for their donation so that you may get credit for the donation toward your sponsorship commitment.

V. Sponsor Donation Form

- A. Once you have the commitment from the sponsor, do your best to complete the **Sponsor Donation Form** and collect the check (made out to EACA) at the time of your visit.
1. Have them fill out the form or you fill it out – print neatly
 2. Staple the sponsor’s business card to the form
 - a. Printed business cards eliminate mistakes being made from handwritten information
 3. We do not include logos or benefits other than those stated in the Benefit Levels document.
- B. If they want to think about it,
1. Preprint your name on the *Artist Name* line prior to leaving the paperwork with them.
 2. follow up in about 2 weeks. If they agree, make arrangements to pick up the form and check.
 3. If you wait any longer, they may forget about it
 4. Do not trust them to mail it in.
- C. When you have the completed form and check (made out to EACA), mail the form and the check to the following address:

EACA-C/O Treasurer
7 Avenida Vista Grande
Suite B-7, PMB # 261
Santa Fe, NM 87508

- D. You will be contacted by the Sponsorship Committee Chair once the treasurer receives and logs in your sponsorship and check amount.

VI. Within two weeks of the receipt of the check, mail a thank you letter to your sponsor and invite them to join you at the Preview Gallery Opening Reception, Friday September 23, 2022, 5:00 – 7:00 pm at the Eldorado Community Center (1 Hacienda Loop, Santa Fe 87508)

If you have any questions or need assistance, contact the Sponsorship Committee Chair
Catherine Zarrillo 919-500-1744 cgriffin1098@yahoo.com