

ELDORADO STUDIO TOUR  
**ACQUIRING STUDIO TOUR SPONSORS GUIDELINES**

**2024 Studio Tour**

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

- I. If you participated in the 2023 Studio Tour Sponsorship Program last year AND are planning to participate in the 2024 Studio Tour**
  - A. Your 2023 sponsors will automatically be reserved for you to seek their sponsorship of the 2024 Tour.
  - B. If you no longer wish to pursue your 2023 sponsors this year, let the Sponsorship Committee Chair know asap. That sponsor will be made available to be reassigned to another artist.
  - C. Refer to the **2024 Reserved Sponsor-Artist List**
- II. If you participated in the 2023 Studio Tour Sponsorship Program but you ARE NOT planning to participate in the 2024 Studio Tour but want to keep your reserved sponsors for 2025.**
  - A. You are responsible for soliciting and obtaining those sponsors reserved for the 2023 Studio Tour in your name to maintain those sponsors for yourself in the 2024 Tour.
  - B. You must inform the Sponsorship Committee Chair, in writing, about each sponsor you plan to retain for the 2024 studio tour by April 26, 2024.
  - C. Failing to do the above will forfeit your right to claim this sponsor and they will be made available to be reassigned to another artist.
- III. Reassignment of Sponsors on the 2024 Reserved Sponsor-Artist List.**
  - A. At the close of tour registration sponsors reserved for artists not participating in this year's tour will be available to be reassigned.
  - B. An e-mail will be sent to all 2024 Tour registered participants from the Sponsorship Committee Chair listing those sponsors available for reassignment.
    1. Each participant may select up to three of the available sponsors, in ranked order (1, 2,3) and request that one of them be assigned to them.
    2. Send available sponsor requests by e-mail to the Sponsorship Committee Chair.
    3. Requests will be considered in the time stamped order of receipt.
    4. Your first requested sponsor will be assigned to you if available at the time of receipt of you e-mail.
  - C. Only one sponsor will be assigned to each requesting artist. Assignment of a sponsor means you are the artist who has been designated to approach the business or individual but does not guarantee that they will again contribute to the Studio Tour this year.
  - D. No sponsors are "assigned" by the Studio Tour other than the Reserved Sponsor-Artist List of last year's sponsors and the re-assignment of some of those artists as described above.
- IV. 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 – businesses that market or should market to the residents of Eldorado.
  - C. Participants may self-sponsor their own Art or Business for an additional \$100 beyond the \$100 Sponsorship Commitment.
  - D. Check the **2024 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.

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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. If in doubt, contact the Sponsorship Committee Chair.
- E. If a person or business is not on the **2024 Reserved Sponsors-Artist 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.

### V. 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 Contribution Form**
- B. Ideally you would drop off the information in person with the intention of reviewing it with them at that time.
- C. Tell them you think their sponsorship would be a good match for their marketing efforts and it supports the Studio Tour's advertising throughout Eldorado and Santa Fe.
1. Talking points:
    - a. Ours is the largest studio tour in the state of New Mexico
    - b. We typically have 100 +artists showing in 60+ studios during studio tour weekend.
    - c. Approximately 8,000 to 10,000 Catalogs are distributed throughout the Santa Fe metropolitan area with sponsors listed in catalog according to Sponsorship Levels.
    - d. Exposure for businesses on our website listed by Sponsorship Levels.
    - e. The EACA is a 501(c) (4) Education Tax-Exempt organization NOT a non-profit
      - 1) This means they cannot 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. 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 Contribution Form** to show and share.

### V. Sponsor Contribution Form

- A. Once you have the commitment from the sponsor, do your best to complete the **Sponsor Contribution Form** and collect the check 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
    - 1) 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 soon and if they agree, consider picking up the form and check which is better than trusting them to mail it in on time.
- C. Once the form and check (made out to EACA) are completed they should be mailed to the following address:
- EACA-C/O Treasurer  
7 Avenida Vista Grande  
Suite B-7, PMB # 261  
Santa Fe, NM 87508

## **ACQUIRING STUDIO TOUR SPONSORS GUIDELINES (Continued)**

- D. You will receive an e-mail from the Sponsorship Committee Chair once the treasurer receives and logs in your sponsorship and check amount.
- E. The Deadline for receipt of sponsorship form and payment is June 4, 2024.

**VI.** After you receive confirmation of the sponsorship make sure to thank your sponsor and invite them to join you at the Preview Gallery Opening Reception, Friday September 20, 2024, 5:00 – 7:00 pm at the Eldorado Community Center (1 Hacienda Loop, Santa Fe 87508)

### **VII. Non-Compliance with Sponsorship Commitment**

- A. All participants who committed to provide studio tour sponsors in lieu of the opt-out fee, will be deemed non-compliant after the deadline for receipt of sponsorship payments. They will be notified by the Treasurer and required to pay the difference between the amount of the sponsorship monies donated on your behalf and the \$100 minimum requirement. (Example: if sponsor monies equal \$75, you will be required to pay the additional \$25 to reach your minimum of \$100).
- B. Non-compliant participants will have the right to have their case reviewed by the EACA Board
- C. Anyone deemed non-compliant who refuses to pay their penalty fee will be deemed a member not in good standing and will not be permitted to participate in any EACA events or activities. Nor will they be permitted to renew their EACA membership until said fees are paid.

**VIII.** If you have any questions or need assistance, contact the SPONSORSHIP COMMITTEE CHAIR  
Chuck Boxwell (213) 304-8022 [cboxwell@mindspring.com](mailto:cboxwell@mindspring.com)