

Dear Art Colony friend,

I wanted to share with you a meaningful opportunity to help support the Art Colony's upcoming Plein Air event that brings great benefits to our community:

## Plein Air Grand Marais 2017 Competition: September 8 – 15 & Exhibit: September 16 – October 29

Plein Air Grand Marais is a week-long outdoor painting competition where 80 artists paint the 3,340 miles of Cook County, Minnesota. It results in an exhibition that showcases the unique features of this inspiring landscape. The event celebrates the **70 year history of the Art Colony**, integrating the inspiring landscape with creative expression.

### Plein Air Grand Marais features:

- Eighty regional and national landscape painters who lodge, shop, dine, and dot the Cook County landscape
- Artists capture our backyard - painting favorite buildings, hikes, waterfalls and Lake Superior vistas. They memorialize this spectacular place and create enchanting memories in the process for those watching them work.
- The inspiring transformation from blank canvas to an exhibition of still-wet, original paintings. This 6 week exhibit attracts over 4,000 visitors, art tourists who outspend other types of tourists (\$631 vs. \$457), travel longer (5.2 nights vs. 4.1 nights), and are more likely to spend over \$1,000 (18% vs. 12%) during their vacation.

## Become a Purchase Award or Event Sponsor

### What is a Purchase Award Sponsorship?

- You, as an individual or a business, commit sight-unseen to purchasing a piece of artwork from the exhibit at a specified level. Your sponsorship applies directly toward the price of your chosen artwork, tax not included.
- The final price for the paintings will vary, with prices ranging from about \$300-\$2,000 (among the contributing factors for calculating value of the work is the artists' level of experience, supplies, time, and materials.)
- A Purchase Award commitment directly propels the cyclical nature of this event. With committed buyers, we are able to attract quality artists to the event, as they know there is a potential for sales, which offsets their travel expenses. In turn, the field of artists attracts art collectors and buyers to our community for the event.

### What is an Event Sponsorship?

- An individual/business that supports the event with a monetary contribution, without committing to an art purchase.

### Benefits of Sponsorship:

- Your name and/or business will be listed in the event participation packets, on the website, at the exhibit, and your name will be acknowledged to a crowd of 300+ during the Exhibition Opening Reception.
- Purchase Award Sponsors name will be mounted next to your chosen artwork for the duration of the show.
- **Purchase Award and Event Sponsorship Exclusive Preview Party | Friday, September 15th, 4 - 5pm | At the Johnson Heritage Post:** Be the first to view and purchase the freshly painted work before the exhibit opens to the general public. This allows you the time and space to pick the pieces that resonate with you the most. (General public reception, 5 - 7pm)

Thank you for your support - we are grateful to have an incredible community that values local cultural events and activities!

Sincerely,

*Amy Demmer*

Executive Director



# 2017 Purchase Award and Event Sponsorship Commitment Form Plein Air Grand Marais

Sponsor Name (listed publicly): \_\_\_\_\_

Contact Name (if different from Sponsor Name) \_\_\_\_\_

Address (Mail & Physical): \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

→As a Purchase Award Sponsor I will commit to purchasing a piece of artwork valued at the following price:

\_\_\_ \$300 \_\_\_ \$500 \_\_\_ \$750 \_\_\_ \$1,000 \_\_\_ \$1,500 \_\_\_ \$2,000 \_\_\_ Other (please specify)

*Payment received at time of artwork purchase. Artwork sales are taxed. Artwork can be taken upon purchase or left for the duration of the exhibition.*

→As an Event Sponsor I am enclosing a donation for \$ \_\_\_\_\_ to support this event.

\_\_\_ I will attend the Exclusive Preview Party on September 15 at 4pm at the Johnson Heritage Post

\_\_\_ I cannot attend the Exclusive Preview Party & will call the Grand Marais Art Colony to coordinate a time & date to choose a painting. Exhibit is open through Sunday, October 29.

Signature: \_\_\_\_\_

Looking for a favorite artist? Check out our website for an up to date listing of participating artists.

Please mail completed form to:

**Grand Marais Art Colony C/O Kathi Polley**

PO Box 626 : 120 W. 3rd Ave.

Grand Marais, MN 55604

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