

# 2014 Sponsorship Program



# What is Oakland Art Murmur?

Oakland Art Murmur, Inc. (“Oakland Art Murmur” or “OAM”) is a constantly evolving organization. Over the past nine years, it has been perceived at various times as a gallery collective, a gallery walk, a gallery district, a craft fair, a community event, and a First Friday street party.

Today Oakland Art Murmur is something else completely: a community of over thirty art venues, including commercial galleries, non-profits, and artists cooperatives, un by a California public benefit corporation, which is in supported by a volunteer board of eight Directors and a part-time Director of Operations, who work in various ways to forward Oakland Art Murmur’s longstanding mission of igniting and nurturing a lifelong love and appreciation of art. Through public programming and community outreach, we increase awareness of and participation in the visual arts in Oakland.

## 2014 Goals

- Develop new audiences for the visual arts in Oakland by increasing foot traffic to affiliated gallery exhibitions not only on First Friday, but also on including Saturday afternoons and during weekday hours;
- Provide a positive and engaging experience for all visitors;
- Draw new visitors from around the Bay Area to affiliated galleries;
- Draw visitors from other cities, states, and countries to affiliated galleries;
- Raise Oakland’s profile as a respected contemporary art destination, on a par with other comparable gallery communities and markets, such as Brooklyn, Los Angeles, and San Francisco.

## Programs and Activities

**A High Profile Website** listing locations, exhibitions, and special events at affiliated venues.

- 94,606 unique visitors in 2013
- Up to 6,800 unique visitors on First Fridays alone

**Print Guides** showing locations of affiliated galleries, printed several times a year.

- 9,000 First Friday and Saturday Stroll postcards printed in 2013
- 12,000 newly re-designed Gallery Guides printed in 2013, distributed via affiliated galleries, Visit Oakland offices, Community Benefit Districts (CBD) offices, Oakland Airport Information Desks, and local hotels.

### **Facebook presence**

- 9,518 followers on our Facebook page
- 3,232 followers on Facebook group
- Affiliates can post updates and create events

### **Twitter presence**

- 2,204 followers of our Twitter Feed

**Monthly Walking Tours** - Gallery Directors and other members of the art community volunteer to lead free walking tours on the third Saturday of every month. Tours focus on a specific district, bringing visitors to 3-5 galleries to discuss a specific topic in the context of the gallery's programming and their current show.

**Friends of Oakland Art Murmur** - OAM is building a community of supporters who have a serious commitment to art in Oakland. In exchange for a donation, "Friends" of OAM are invited to special private events at the galleries.

**Cultural Partnerships** - New cultural partnerships with the Oakland Museum of California, Oakland Ballet, and the Oakland East Bay Symphony (among others) allow us to cross-market to one another's members and audiences.

# Who Benefits?

**OAKLAND'S GALLERIES AND VISUAL ART EXHIBITION SPACES** benefit from increased attendance, increased quality of visitors, increased potential for sales, and increased publicity.

**ARTISTS** benefit from having more people see their work, more publicity, and more potential for sales. In 2012, OAM venues showed over 1,200 artists in over 400 exhibitions and collectively paid out over \$125,000 to artists, most of who live or work in Oakland or the East Bay.

**NEIGHBORHOODS** benefit from seeing empty storefronts and warehouses transformed into galleries, from secondary business generated by galleries, from increased foot traffic in the areas around galleries, and from press about the creativity and vitality of Oakland's gallery districts. In the KONO district, the area with the highest rate of affiliated galleries, vacancy rates have dropped to 12%, 5% lower than the national average. The Oakland Heritage Alliance honored the Oakland Art Murmur with a Partner in Preservation Award in 2014 for its member galleries work to preserve and repurpose their historic spaces in the Uptown-KONO area.

**THE CITY OF OAKLAND** benefits from increased business generated by the galleries, from OAM's ongoing efforts to draw out-of-town visitors to Oakland for the first time, from OAM's commitment to providing a positive and engaging cultural experience for visitors when they do come, and most of all, from all the positive press that OAM and the visual arts generated about the city's cultural renaissance and revival.

Anyone who cares about Oakland's Galleries, Artists, Neighborhoods, and the City itself should be supporting the efforts of the Oakland Art Murmur organization.

# Sponsorship Categories

## PRIMARY SPONSORS

*Donation of \$3,000 or more*

- Logo placement and a link to your website (if applicable) on the homepage of OAM's website, with a description of your business on our Sponsors page.
- Logo placement on the Oakland Art Murmur gallery guide.
- Reciprocal promotion of sponsor's cultural activities.
- Membership in Friends of OAM at the Sponsor level, which includes:
  - Logo placement on Friends of OAM newsletters, press releases, and at events.
  - Complimentary tickets to special district gallery nights and VIP events throughout the year, such as tours of museum exhibitions, printing presses, and private art collections.
  - Four tickets to OAM's annual fundraising gala and auction, FLOURISH.
  - Discounts at participating Oakland Art Murmur Galleries and Affiliated Retailers and Cultural Partners.

## PROGRAM SPONSORS

*Donation of \$1,000 or more and identification with a specific program*

- Logo placement and a link to your website (if applicable) on the homepage of OAM's website, with a description of your business on our Sponsors page.
- Logo printing, or individual acknowledgement, on any materials related to the specific programs or projects being sponsored.
- Membership with Friends of OAM at the Sponsor level,

### 2014 Programs to be Sponsored:

**Third Saturday Walking Tour** - This program needs advertising, card printing, and honoraria for external leaders. The name of sponsors who fund this program will appear on cards.

**Flourish** - Supports our annual fundraising gala, to be held in the fall of 2014. The name of sponsors who fund this program will appear on invitations and programs.

## **MEDIA PARTNER**

*Commitment agreed for ongoing print and online promotion on a limited basis, in-kind donation valued in excess of \$1,000.*

- Logo placement and a link to your website (if applicable) on the homepage of OAM's website, with a description of your business on our Sponsors page.
- Reciprocal promotion of sponsor's cultural activities.
- Membership with Friends of OAM at the Sponsor level.

## **MEDIA SPONSOR**

*Commitment agreed for ongoing print promotion on an annual basis, in-kind donation valued in excess of \$10,000.*

- Logo placement and a link to your website (if applicable) on the homepage of OAM's website, with a description of your business on our Sponsors page.
- Logo placement on the Oakland Art Murmur gallery guide.
- Reciprocal promotion of sponsor's cultural activities.
- Membership with Friends of OAM at the Sponsor level.

## **CULTURAL PARTNERS**

*Display OAM logo on website; agreed exchange of cross-promotion services and/or discounts for members.*

- Logo placement and a link to your website (if applicable) on the homepage of OAM's website, with a description of your business on our Sponsors page.
- Reciprocal promotion of sponsor's cultural activities.
- Invitation to several annual gallery district nights with refreshments and entertainment.
- Opportunities to engage with a growing network of patrons of the visual arts at Friends of OAM events.

# Become A Sponsor

Thank you for your interest in becoming a sponsor of Oakland Art Murmur! Following is a list of the process required to become a sponsor.

## Process

1. Carefully read the list of sponsorship requirements and benefits listed in sponsorship categories attached.
2. Determine the most appropriate sponsorship category for your business.
3. Fill out the Sponsorship Profile form.
4. Scan and email the form to [director@oaklandartmurmur.org](mailto:director@oaklandartmurmur.org) or mail a hard-copy of the form to:

Oakland Art Murmur  
473 25th St., Suite E  
Oakland, CA 94612

5. Submit your payment, either by check or by credit card. Make checks out to FRACTURED ATLAS with Oakland Art Murmur in the subject line and mail to the address above (Fractured Atlas is our Fiscal Sponsor and handles federal reporting and generation of letters for tax purposes). For credit card payments, use this link: <https://www.fracturedatlas.org/site/contribute/donate/4476>

Note that sponsorships need to be mutually agreed upon. If you are not a previous sponsor or have not been invited to sponsor Oakland Art Murmur, the sponsorship agreement is subject to approval by the Board of Directors.

Please note also that donations are tax-deductible to the extent permitted by law. If you receive tickets to a special event as part of your benefits package, the value of the tickets will be deducted from the tax-deductible portion of your donation.

# 2014 Sponsor Profile

## Basic Information

**Name of business:**

**Address:**

**Phone Number:**

**Website:**

**Main contact name:**

**Main contact email:**

**Main contact cell phone:**

**Sponsorship Category:**  **Primary Sponsor (\$3,000+)**  
 **Program Sponsor (\$1,000+)**  
 **Media Partner (\$1,000+ in-kind)**  
 **Media Sponsor (\$10,000+ in-kind)**  
 **Cultural Partner**

**I would like to be acknowledged on your website and publicity materials as agreed.**

Please email a logo and description of your business to [director@oaklandartmurmur.org](mailto:director@oaklandartmurmur.org). *Also, please provide the name of the individual or business, as you would like the acknowledgement to read:*

**I would prefer my donation to remain anonymous**

Signature:

Date: