SPONSORSHIP QUERIES
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PROVOKING PUBLIC DIALOGUE THROUGH CONTEMPORARY ART-MAKING

18TH STREET ARTS CENTER
Sponsorship Opportunities

WWW.18THSTREET.ORG  
@18thStreetArts
18th Street Arts Center (18SAC) is one of the largest artist residency programs in the United States, hosting over 50 notable American and international artists a year. Since its founding nearly 30 years ago, 18th Street has played a critical role in American culture by supporting prominent artists in the development of new artworks.

**THE BIG PICTURE:**
- Over 8,000 visitors each year.
- Hosted hundreds of artists from over 54 countries to date.
- Santa Monica's largest arts nonprofit with 5 buildings of artist studios and home of 7 arts organizations.
- Nearly 16,000 active followers on Facebook, Twitter, and Instagram.
- 11,780 supporters.
- Adjacent to new metro train stop in Santa Monica, linking 18th Street to Downtown Los Angeles.

**OUR AUDIENCE:**
People who attend 18SAC programs and events are interested in experiences that are **innovative, enriching, and supportive of art, culture, and community.**

- 84% Bachelor's Degree or higher
- 33.5% of total audience to the location is 25-35 years old
- 54% Male
- 46% Female
- First time visitors 23%
- Frequent 63% (1-3 per year)
- Loyal 14% (7+ per year)
- Median Household Income: $79,000 annually
18TH STREET PROGRAMMING

With 2 art galleries and over 30 public and private events presented each year, 18SAC provides sponsors with intimate access to our audience along with a variety of opportunities for brand recognition, including:

- Website
- Social media
- Printed materials
- Signage
- Publications
- As well as the intangible benefits of positive brand association.

<table>
<thead>
<tr>
<th>PRESENTING PROGRAMS</th>
<th>PER YEAR</th>
<th>ATTENDANCE PER EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition Openings</td>
<td>8</td>
<td>200+</td>
</tr>
<tr>
<td>Artist Talks</td>
<td>6+</td>
<td>30+</td>
</tr>
<tr>
<td>Studio Tours</td>
<td>2</td>
<td>300+</td>
</tr>
<tr>
<td>VIP Events</td>
<td>8+</td>
<td>50+</td>
</tr>
<tr>
<td>BAM Festival</td>
<td>1</td>
<td>1,400+</td>
</tr>
</tbody>
</table>
### BRAND RECOGNITION

Our website, social media platforms, and publications provide sponsors with many promotional opportunities.

#### 18TH STREET SOCIAL MEDIA

<table>
<thead>
<tr>
<th>Platform</th>
<th>Combined Total Likes</th>
<th>Total Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2 Pages 10,800</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td>2,398</td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
<td>2,648</td>
</tr>
</tbody>
</table>

#### WEBSITE

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Page Views</td>
<td>129,474 per year</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>37,544 per year</td>
</tr>
<tr>
<td>New Visitors</td>
<td>68% per year</td>
</tr>
<tr>
<td>Average Time Spent</td>
<td>2.21 min per page</td>
</tr>
</tbody>
</table>

#### TRADITIONAL PRESS

- Annually 6-8 press releases distributed nationally across Marketwired; press releases to targeted press list distributed 6-8x/year.

#### PUBLICATION

- **Catalog**: 100+ pages, 1,500 distributed nationally & internationally each year
- **Exhibition postcards**: 1,000+ produced 4x/year
- **BAM Postcards**: 1,000

#### EMAIL

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Subscribers</td>
<td>8,200</td>
</tr>
<tr>
<td>Average Open Rate</td>
<td>36%</td>
</tr>
</tbody>
</table>
BEER ART & MUSIC (BAM) FESTIVAL
7th Annual Benefit; First Westside Craft Beer Festival

BAM SOCIAL MEDIA

• Total Likes 1,773
• Total Followers 639
• Web Page Views 22,872 (1 month leading up to event)

• BAM attendees are primarily young professionals.
• 1,400+ attendees.
• 30+ participating craft breweries with over 100 different beers.
• 80+ positive press reviews in outlets including the Los Angeles Times, KCRW, LA Weekly, and more.
<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL BENEFITS</th>
<th>PRESENTING Starting at $10,000</th>
<th>CURATOR Starting at $5,000</th>
<th>RESIDENT Starting at $2,500</th>
<th>EXHIBITING Starting at $1,000</th>
<th>$250 GIFT</th>
<th>IN-KIND SPONSORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting sponsor recognition at BAM and Open House</td>
<td>✗</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on limited edition BAM beer souvenir glassware</td>
<td>✗</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verbal acknowledgement in annual fundraiser radio spots (The Sound &amp; KCRW)</td>
<td>✗</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity for on-site representation sampling/promotional materials at events</td>
<td>✗</td>
<td>✗</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to host private events and exhibition viewings*</td>
<td>✗</td>
<td>✗</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor booth in high traffic area at BAM (1/year) &amp; Open House (2/year)</td>
<td>✗</td>
<td>✗</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30 second shout-out on BAM stage</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company spotlight article in organization e-newsletter</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tickets to annual fundraiser BAM</td>
<td>20</td>
<td>10</td>
<td>4</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand recognition on Facebook*</td>
<td>6 Posts</td>
<td>4 Posts</td>
<td>3 Posts</td>
<td>2 Posts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand recognition on Twitter*</td>
<td>10 Tweets</td>
<td>6 Tweets</td>
<td>4 Tweets</td>
<td>2 Tweets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invitations to donor and sponsor receptions (4x/year)</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hyperlinked logo on website for 1 year</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visual acknowledgment at public programs and events*</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgment in annual catalog</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Limitations apply    **Tax deductions vary by gift
SPONSORSHIP QUERIES
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PAST SPONSORS INCLUDE

2015 Breweries

101 Cider House
Anchor Brewery
Angry Orchard
Ballast Point Brewing and Spirits
Bell’s Brewery
Boomtown Brewery
Deschutes Brewery
Dogfish Head Craft Brewery
Dr. Jekyll’s
Drake’s Brewing
El Segundo Brewing Company
Figueroa Mountain Brewing Co.
Firestone Walker Brewing Co.
Golden Road Brewing
Kinetic Brewing Company
King Harbor Brewing Company
Ladyface Ale Companie
Lagunitas Brewing Company
MacLeod Ale Brewing Co.
Modern times
New Belgium Brewing
North Coast Brewing
Phantom Carriage
REV Brewing Co.
Santa Monica Brew Works
Saint Archer Brewery
Samuel Adams
Smog City Brewing
Sonoma Cider
Stone Brewing Co.
Strand Brewing Co.
The Dudes’ Brewing Company
Three Weavers Brewing Company
Traveler Beer Co.
Wolf Creek Brewery