

Smith Fine Arts Series

11th Annual Smith Fine Arts Picnic & Auction

July 24th, 2011



Sponsorship Opportunities

Title Sponsor

\$2,000

The Title Auction Sponsor will be recognized as such in all promotional material related to the 11th annual Smith Fine Arts Picnic & Auction, July 24, 2011. Sponsorship will allow the Series to put on the event to raise money for the series outreach activities and tickets for WOU students and local k-12 students to attend performances.

Recognition & Promotion:

- Opportunity to address crowd before live auction begins
- Opportunity to distribute promotional materials the night of the event
- Name and logo on auction website
- Name and logo on official Smith Fine Arts website (www.wou.edu/sfa)
- Recognition in 2011-2012 Season Program
- Recognition in the auction program and during the night of the event
- Table of eight at auction

Event Audience:

- Over 200 WOU alumni, friends, family, donors, and area business members

Promotional Audience:

- SFA Auction main website
- Official SFA website
- WOU alumni, friends, family, and supporters
- Over 1,000 WOU alumni, friends, and businesses via personal invitation to event



Live Auction Sponsor

\$1000

The Live Auction Sponsor will be recognized as such in all promotional material related to the 11th annual Smith Fine Arts Picnic & Auction, July 24, 2011. Sponsorship will allow WOU to put on the live auction to raise money for the series outreach activities and tickets for WOU students to attend performances.

Recognition & Promotion:

- Name and logo on auction website
- Name and logo on official Smith Fine Arts website (www.wou.edu/sfa)
- Recognition in 2011-2012 Season Program
- Recognition in the auction program and during the night of the event

Event Audience:

- Over 200 WOU alumni, friends, family, donors, and area business members

Promotional Audience:

- SFA Auction main website
- Official SFA website
- WOU alumni, friends, family, and supporters



Paddle Sponsor

\$500

Recognition & Promotion:

- Name and logo on live auction Bidder paddles
- Name and logo on auction website
- Name and logo on official Smith Fine Arts website (www.wou.edu/sfa)
- Recognition in the auction program and during the night of the event

Event Audience:

- Over 200 WOU alumni, friends, family, donors, and area business members

Promotional Audience:

- SFA Auction main website
- Official SFA website
- WOU alumni, friends, family, and supporters



Check-in/Checkout sponsor

\$250

Recognition & Promotion:

- Name and logo on signage located at check-in
- Name and logo on auction website
- Name and logo on official Smith Fine Arts website (www.wou.edu/sfa)
- Recognition in the auction program and during the night of the event

Event Audience:

- Over 200 WOU alumni, friends, family, donors, and area business members

Promotional Audience:

- SFA Auction main website
- Official SFA website
- WOU alumni, friends, family, and supporters

