

HILLSBOROUGH ARTS COUNCIL
ORANGE COUNTY ARTS COMMISSION

present

PAINT

it

ORANGE

**PLEIN AIR PAINT-OUT
AND WET PAINT SALE**

Orange County, NC

OCTOBER 25-27, 2017

AWARDS RECEPTION

FRIDAY, OCTOBER 27 • 6PM

HILLSBOROUGH ARTS COUNCIL

Image: Blackwood Corn Crib by Carroll Lassiter



2017 Sponsorship Options

About the Event

The Hillsborough Arts Council (HAC), together with the Orange County Arts Commission (OCAC), will host Orange County's first Plein Air Paint-out October 25-27, 2017. For three days, both local and out-of-town artists will experience the beauty and charm of Orange County by painting en plein air (in open air), capturing the landscapes and places signature to our region. Artists will submit their favorite paintings for juroring on Friday, October 27 at HAC. Awards for first, second, and third place, as well as People's Choice will be announced at 6pm prior to the start of LastFridays ArtWalk. The "Wet Paint Sale" will offer the opportunity to purchase beautiful paintings of area landmarks and landscapes, and will continue to be sold in the HAC Gallery through the end of November.

Sponsorship Benefits

Presenting Sponsorship: \$2,500

- All Supporting and Contributing Sponsor benefits
- Exclusive title rights, to be listed as "Your Company presents Paint it Orange Plein Air Paint-out and Wet Paint Sale"
- Sponsor's Choice Award to be selected by members of your team and announced at the Awards Presentation at 6pm on Friday, October 27 at HAC. A representative from your company will have the opportunity to comment on your selected piece, as well as hand out checks to other winners.

Supporting Sponsorship: \$1,000

- All Contributing Sponsor benefits
- Company name mentioned on all paid radio advertising spots, including WUNC (NPR), WHUP (Hillsborough), and WCOM (Chapel Hill/Carrboro). Company name will also be included on all PSA spots to air on area radio stations.
- Signage with your company name and logo displayed prominently in the HAC gallery through the month of November.

Contributing Sponsorship: \$500

- Company name and logo on all printed marketing materials, to be distributed throughout Orange, Durham, and Wake Counties.
- Company inclusion in press release announcements, to be distributed through HAC and Orange County list-serves.
- Company name, logo and link on the HAC and OCAC websites and e-newsletters
- Company name and link on all social media paid advertisements and posts through both HAC and OCAC pages. Platforms include Facebook, Twitter, and Instagram.

Sponsorship deadline September 1, 2017