

SOUTHWEST IOWA

Art Tour

Connecting
communities
through art...

The Southwest Iowa Art Tour is entering its seventh year connecting southwest Iowa communities through art. This event is not only great for artists, but brings people to experience small towns in our region. We encourage participants and attendees to chart their own course and visit some of the great businesses and eateries along the way, while discovering phenomenal art and artists in southwest Iowa! We anticipate that the overall participation may be smaller this year, but will still have a great impact on the artists and rural communities.

The fall of 2014 marked the first art tour, which was organized by a small group of area artists and volunteers. Last year's tour more than tripled from that inaugural year. While this year will require some modifications and will certainly be a challenge, we feel that it is possible to responsibly hold the event, keeping the safety of our artists and participants at front of mind. We have scaled back to a one-day event in light of the evolving public health situation, and will be taking extra precautions (including outdoor options).

This year's tour is scheduled for Saturday, September 19, 2020, 10 AM-6 PM.

We realize that this has been a trying year for all businesses. We hope that you will be able to continue to support the Southwest Iowa Art Tour, but we certainly understand the difficult position that many of you are in as small business owners.

What does your support do?

- Highlight your business and welcome visitors as they explore rural art through our printed event brochure and map. **We will distribute 5,000 brochures** to venues throughout southwest Iowa leading up to and during the event.
- Provide online advertising for your business through our website www.swiarttour.com and Facebook page. **Our Facebook page has nearly 1,500 avid followers and our website averages more than 2,600 page views the month of the Art Tour**—All website ads will remain online for an entire year!
- Most importantly, your support will ensure this growing event will continue to thrive and support local art and communities. Thank you for your consideration!

The Southwest Iowa Art Tour is coordinated by Golden Hills RC&D, a nonprofit organization.

Deadline to reserve your sponsorship is July 10, 2020

Yes! I'd like to support the 7th Annual Southwest Iowa Art Tour

Name _____

Address _____

City/State/Zip _____

Website _____

Email _____

Phone _____

\$1,000 +

Your sponsorship will be recognized by a website ad, half-page ad in the event brochure, listing on the back of the brochure, listing on the posters/maps, individual social media promotion, special notation on the online version of the map, and press release mention leading up to the event.

\$350

You will be recognized by a double business card sized ad in the event brochure, website and individual social media posts leading up to the event.

\$200

Your sponsorship is recognized through a business card (3 1/2 by 2 inch) sized ad in our brochure, website and social media. Your ad will remain on the website sponsor page for 12 months.

\$50

Your name and business will be listed as a sponsor in the Art Tour brochure, website and social media.

Please make checks payable to:
Southwest Iowa Art Tour

c/o Golden Hills RC&D
PO Box 189
Oakland, IA 51560