



OREGON COLLEGE OF ART AND CRAFT

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ART ON THE VINE 2018

Sponsorship Packet

ART ON THE VINE 2018

FACT SHEET

This year marks Oregon College of Art and Craft's 23rd annual Art on the Vine gala auction - an exciting and festive celebration of art, artists, and wine to support scholarships for OCAC students. The event will be held on Saturday, April 7, 2018 at the Portland Art Museum in the heart of Portland's Cultural District. This iconic event for 500 guests offers an exclusive cocktail party showcasing a Silent Auction comprised of a wide variety of works of art representing OCAC's seven studio areas (Book and Print, Ceramics, Drawing and Painting, Fibers, Metals, Photography, and Wood), complemented by stellar wine and experience packages. The evening continues with a Live Auction of premier 2D and 3D works of art and packages which celebrate the incredible art, wine, and culture of our region. Guests are also treated to a gourmet meal and other exciting surprises throughout this truly special night. Over 90% of OCAC students receive need-based financial aid, and your sponsorship directly supports scholarships for Bachelor of Fine Arts and Master of Fine Arts students.

WHEN	SATURDAY, APRIL 7, 2018 5:30 PM Cocktail Reception Silent Art + Wine Auction Dinner + Live Auction + Raffle	
WHERE	PORTLAND ART MUSEUM 1219 SW Park Avenue Portland, Oregon 97205	
ATTIRE	BUSINESS EVENING COCKTAIL	
TICKETS	INDIVIDUAL \$250	TABLE \$2,500

FOR MORE INFORMATION

SPONSORSHIP

Joe Peacock | 971.255.4208
jpeacock@ocac.edu

ART PROCUREMENT

Sheryl Acheson
sheryl.bonhams@gmail.com

EVENT INQUIRIES

Heather Ohta | 971.255.4177
hohta@ocac.edu

SPONSORSHIP OPPORTUNITIES & BENEFITS

	Premier \$25,000	Visionary \$10,000	Preview Event \$10,000	Patron \$7,500	Silent Auction \$5,000	Artist's Table \$2,500	Commission \$1,500 or \$1,000
Visibility Benefits							
Special acknowledgement during event and opportunity to address guests from main stage	*						
Name and logo placement on mainstage A/V display and at-event signage	Top Billing	Prominent	Prominent	Prominent	Featured	Recognized	Recognized
Your logo placement on gala invitation, art catalogs, and auction e-blasts, estimated to reach 50,000 friends of OCAC	Top Billing	Prominent	Prominent	Prominent	Featured	Recognized	Recognized
Your name and logo placement on OCAC's website for 12 months	Top Billing	Prominent	Prominent	Prominent	Featured	Recognized	Recognized
Opportunity to meet the 2017 Commission Students & Artists at private reception	*	*	*	*	*	*	*
Ad created by your company in the gala auction catalog	Full-page	Full-page	Full-page	Full-page	1/2 page	1/2 page or 4 seats	
Your name and logo recognized in OCAC's annual report	*	*	*	*	*		
Exclusive logo placement on 2,500+ invitations and 8,500 email invitations to the Preview opening party and exhibition.			*				
Client Entertainment Benefits							
# Seats at gala	2 Tables with champagne service	1 Table	1 Table	1 Table	1 Table	4 seats or 1/2 page ad	2 seats
Seating placement	VIP	Priority	Priority	Preferred	Preferred		
Customized private tour of OCAC campus and lunch with President Denise Mullen (upon your request)	with 10 guests	with 6 guests					
Complimentary delivery of auction purchases for you and your guests within the greater Portland metro area	*						
Special gift, handmade on OCAC campus, presented to you and your guests at the gala	*						

ART ON THE VINE 2018

MARKETING REACH



MAKE Newsletter Recipients: 6,899



Twitter Followers: 1,670



Instagram Followers: 1,260



Facebook Followers: 3,991

ABOUT OCAC

Oregon College of Art and Craft (OCAC) has earned a reputation as a leading college of art and craft in the United States. Known for its exceptional faculty of artists, writers, and makers, the uniquely small, mentor-based community is comprised of 150 to 200 students who pursue full-time Bachelor of Fine Arts or Master of Fine Arts degree programs, in addition to the 2,500 to 3,000 students enrolled annually in youth and adult offerings and special programs, such as the Nike Design Atelier. The College also serves 50,000 visitors each year through lectures, presentations, and exhibitions in the Hoffman Gallery. OCAC students are encouraged to work across the full range of the seven specialized studio areas that are the heart of Craft at OCAC. The hands-on, studio-based approach to learning - one in which deep conceptual thinking informs making works with the hand - prepares students to become creative artists, knowledgeable designers, and critical thinkers. OCAC's alumni, 82% of whom are employed in the arts, exemplify the vital role artists and makers play in satisfying the global demand for new ways of thinking, making, and innovating. Founded in 1907 by Julia Hoffman, today OCAC (pronounced "O-see-A-see") is a principal center for learning and engaging the Portland ethos of the small batch, hand-made, environmentally sound, and ethically entrepreneurial. For more information, visit <http://ocac.edu>.

ART ON THE VINE 2018

Art on the Vine 2018 celebrates OCAC's 23rd annual art auction gala. 500 guests will experience an outstanding Silent Auction of art and stellar wine packages; a Live Auction of premier works of art and packages celebrating the art, wine, and culture in our region and beyond; plus, many other exciting surprises. As a sponsor, you will engage new clients, build brand awareness, and best of all, support a meaningful cause: OCAC's aspiring artists. We hope you'll join us!

DEADLINES

For inclusion on Save-the-Date, sponsorship reservations are due	September 15, 2017
For print in the auction invitation, sponsorship reservations are due	December 15, 2017
For print in the auction catalog, print-ready ads are due	February 15, 2018
All sponsorship and advertising payments are due	March 1, 2018

Yes! I would like to support OCAC as a Sponsor for Art on the Vine

<input type="checkbox"/> Premier Sponsor	\$25,000
<input type="checkbox"/> Visionary Sponsor	\$10,000
<input type="checkbox"/> Preview Sponsor <i>The Live Auction Preview is a special showcase event for artists, collectors, sponsors, and OCAC supporters that offers a sneak peek of this year's Live Auction art including the 2018 Art Catalog.</i>	\$10,000
<input type="checkbox"/> Patron Sponsor	\$7,500
<input type="checkbox"/> Silent Auction Sponsor <i>The Silent Auction and Cocktail Party offers the 500 attendees a chance to peruse and bid on 2D and 3D works of art and wine packages featuring Northwest and European vintages.</i>	\$5,000
<input type="checkbox"/> Artist's Table Sponsor <i>Your support will underwrite one table of 10 Student & Alumni Commission artists to attend the gala.</i>	\$2,500
<input type="checkbox"/> Student & Alumni Commission Sponsor <i>OCAC students & alumni are selected for inclusion through a highly competitive and rigorous process to create commissioned art for Art on the Vine. The work is featured in the auction catalog and at the Live Auction.</i>	\$1,500
<input type="checkbox"/> Student & Alumni Commission Sponsor <i>OCAC students & alumni are selected for inclusion through a highly competitive and rigorous process to create commissioned art for Art on the Vine. The work is featured in the auction catalog and at the Live Auction.</i>	\$1,000

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Thank you for being a sponsor for Art on the Vine - we are looking forward to an outstanding event! Please fill out the information below and return in the envelope provided.

SPONSOR NAME (as it should appear in printed materials)

Primary Contact

Name: _____

Phone: _____

Email: _____

Guest Coordinator (if different from primary contact)

Name: _____

Phone: _____

Email: _____

Marketing Contact (if different from primary contact)

Name: _____

Phone: _____

Email: _____

Signature _____ Date _____

Questions or concerns? Please contact Heather Ohta in the Development Office by email at hohta@ocac.edu or by phone at 971.255.4177.