

BUSINESS SPONSORSHIP

Opportunities with SLOMA

Branding Options

Branding options include our world-class exhibitions and community art projects that reach thousands of residents and tourists every year, as well as public programs that engage adults and families right here on the Central Coast.

Recent Business Sponsors include:



LINDSEY HARN GROUP

CHRISTIE'S INTERNATIONAL REAL ESTATE sereno

ROSSI ENTERPRISES

HOTEL SAN LUIS OBISPO



CAL POLY



Sponsorship is a great opportunity for employee engagement. Here, RRM Design Group employees assembled *Second Saturdays* art kits for SLOMA's Christmas family art day.



Exhibition sponsors are invited to an exclusive champagne reception before our member previews, giving you and your VIP clients an artful evening, and a chance to network with SLOMA's visiting artists and major donors.

Exhibitions

400

Average attendance for *First Fridays*, a monthly downtown art walk every first Friday from 5–8 PM. SLOMA is the event's most popular venue.

50,000

Annual average attendance, not including outdoor events and activities

4,100

Number of people on SLOMA's email list that receive program emails with sponsor logos, with an average 60% open rate



Public Programs



First Fridays



Artist Talks



Second Saturdays



School Group Tours

In Focus: Youth Education Programs

100+

Art kits with sponsor logos distributed to SLO County families every month through *Second Saturdays*

11,000

SLOMA's Likes and Followers on Facebook and Instagram receiving branded promos

2,600+

Arts kits with sponsor logos distributed through *Second Saturdays*, community pop-ups, and school tours last year



Community Reinvestment Programs



Last year, SLOMA welcomed over **600** K-12 schoolchildren for **FREE** guided gallery tours and bilingual art activities, 30% of whom attend Title 1 schools serving low income and historically impacted communities.

Title 1 schools are eligible for transportation subsidies to cover their bus ride to SLOMA, breaking down financial barriers to participation for kids throughout the Central Coast. There are 53 Title 1 schools in SLO County, representing thousands of students.

SLOMA also hosts *Second Saturdays*, our monthly family art day. Families can complete an art activity inspired by our current exhibitions and public programs for **FREE**. Last year, SLOMA distributed over **2,000** free art kits through *Second Saturdays* and community pop-ups throughout SLO County.

SLOMA's youth arts education programs have the potential to reach **thousands** of kids in SLO County. Help us engage more young minds in our community!



sloma.org

Exposure Opportunities: Exhibitions

Opportunities	Target Audience	Impressions	Level of Investment
Name on annual donor wall	Museum visitors	Average 50,000/year	Spotlight + Supporter + Presenter
Logo in exhibition gallery	Museum visitors	Average 10,000–15,000/exhibition	Spotlight + Supporter + Presenter
Hyperlinked logo on webpage & app	Primarily from California	Average 5,000–7,000/exhibition	Spotlight + Supporter + Presenter
Logo in email marketing	SLOMA's email list	Sent to 3,800 people per email	Spotlight + Supporter + Presenter
Recognition on social media	SLOMA's followers	11,000 followers (FB + Insta)	Supporter + Presenter
Employee Engagement Days	You + your employees		Supporter + Presenter
Free SLOMA membership			Supporter + Presenter
Recognition in press release	California media	Thousands statewide	Gray Wing Supporter + Presenter
Logo on postcard	SLO County, northern Santa Barbara County	3,000 local households & businesses	Presenter
Logo on KSBY ad	SLO County, northern Santa Barbara County	Aired in 230,000 households	Presenter
Logo on New Times ad	SLO County	25,000 print distribution	Presenter
Logo on exhibition banners	Downtown SLO visitors & tourists		Presenter
Invitation to donor dinner with artist	SLOMA's top sponsors & donors		Presenter
Invitation to champagne reception	SLOMA's top sponsors & donors		Presenter
Invitation to exhibition preview	SLOMA membership		Presenter
1 event rental at SLOMA (\$2000 value)	Your employees and VIPs	Up to 200 of your guests	Presenter

Exhibition Spotlight: \$2,500

Nybak Gallery exhibitions only

Exhibition Supporter: \$5,000

Nybak Gallery & Gray Wing exhibitions

Gray Wing Presenter: \$10,000

SLOMA's premier gallery, with category exclusivity

Exposure Opportunities: Programs

Opportunities	Target Audience	Impressions	Level of Investment
Name on annual donor wall	Museum visitors	Average 50,000/year	Supporter + Presenter
Priority reservations for public programs like artist talks & classes	SLOMA members & donors		Supporter + Presenter
Logo on webpage & app	Worldwide	Avg 40,000+ unique visits/year	Supporter + Presenter
Employee Engagement Days	Your employees		Supporter + Presenter
Logo in email marketing	SLOMA's email list	Over 4,000 people per email	Presenter
Logo on all <i>First Fridays</i> materials	Museum visitors	Average 400 attendees/month	Presenter
Logo on school tour activity boxes	Central Coast kids & families	500-1,000/year	Presenter
Logo on <i>Second Saturdays</i> boxes	SLO County families	Average 1,500/year	Presenter
Logo on <i>Second Saturdays</i> promo sandwich boards	SLO County families, Downtown SLO visitors		Presenter
1 event rental at SLOMA (\$2000 value)	Your employees and VIPs	Up to 200 of your guests	Presenter

Sponsorship term: 1 year

Annual Program Supporter: \$5,000

Annual Program Presenter: \$10,000

Find connection at SLOMA

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