

BUSINESS SPONSORSHIP

Opportunities with SLOMA

Advertise Artfully

SLOMA's mission is to demonstrate that **Art Matters**: We enrich our community by using art as a doorway to deeper insight and connection.

We are committed to an exhibition program that brings together visual artists from around the world with renowned artists from California and the greater United States.

SLOMA welcomes over 51,000 visitors annually. Most of our visitors come from the Central Coast, the Central Valley, the Bay Area, and the Los Angeles metro area. We are the only art museum in SLO County and the most active museum on the Central Coast.

Becoming a SLOMA Business Partner not only demonstrates your commitment to this community, but also helps merge your philanthropic giving with your marketing budget to double your impact.

SLOMA Business Partners have direct marketing access to our diverse, region-wide audience, as well as unique arts experiences for you, your employees, and your VIP clientele.



Ribbon cutting for SLOMA's 2024-2025 public artwork, *Tidewalker*, by artist April Banks

SLOMA's 2024-2025 mural, *Meter & Time*, by MOMO (detail)



Branding Options

Branding options include our world-class exhibitions and public art projects that reach thousands of residents and tourists every year, as well as public and youth arts programming that engages 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

SAN LUIS OBISPO museum OF art



Add your brand to our monthly *Second Saturdays* family art days and share your mission with Central Coast families

Visitors can see your logo on our gallery walls with an exhibition sponsorship

DIRTY LAUNDRY

The average American throws away 70 pounds of clothing every year. This constant demand for clothing has given way to the expansion of the "Fast Fashion" industry, a manufacturing model in which clothes are designed, fabricated, and sold quickly to keep up with the ever-changing trends. This industry consumes one tenth of all water used industrially and approximately 20% of the wastewater created worldwide is attributed to the process of mass-producing cheap clothes. The damage of fast fashion extends far beyond the degradation of the environment and impacts racial and gender inequality as well. The industry exports its production overseas to factories that employ a disproportionate number of women who are paid meager wages. These cheaply made clothes are largely consumed by the global north, where, at the end of their cycle, they are discarded to places like Ghana and Chile to be buried in landfills where some materials will take thousands of years to biodegrade. The 21st century clothing consumers will leave a colorful carved out wound in the earth's layers full of synthetically dyed fast fashion items, many of which were worn only once.

The artists in this exhibition have all approached this conversation around fast fashion from different angles, considering the ways that we as consumers are implicated in the industry, how our human and nature relationships are impacted, and where the possible solutions lie. Through site-specific installations, photography, printed material, and post-consumer clothing, this exhibition is an exploration into the state of fast fashion.

El estadounidense promedio tira 70 libras de ropa cada año. Esta demanda constante de ropa ha dado lugar a la expansión de la industria de la "moda rápida", un modelo de fabricación en el que la ropa se diseña, se fabrica y se vende rápidamente para mantenerse al día con las siempre cambiantes tendencias. Esta industria consume una décima parte de toda el agua utilizada industrialmente y aproximadamente el 20% de las aguas residuales creadas en todo el mundo se atribuyen al proceso de producción masiva de ropa barata. Los daños de la moda rápida van más allá de la degradación del medio ambiente y repercuten también en la desigualdad racial y de género. La industria exporta su producción al extranjero, a fábricas que emplean a un número desproporcionado de mujeres a las que se les pagan salarios miserables. Esta ropa de fabricación barata se consume en gran medida en el norte global, donde, al final de su ciclo, se desecha en lugares como Ghana y Chile para ser enterrada en vertederos donde algunos materiales tardarán miles de años en biodegradarse. Los consumidores de ropa del siglo XXI dejarán una colorida herida en las capas de la tierra llena de artículos de moda rápida tejidos sintéticamente, muchos de los cuales sólo se usaron una vez.

Todos los artistas de esta exposición han abordado esta conversación en torno a la moda rápida desde diferentes ángulos, considerando las formas en que nosotros, como consumidores, estamos implicados en la industria, cómo se ven afectadas nuestras relaciones humanas y con la naturaleza y donde se an las posibles soluciones. A través de instalaciones específicas, fotografía, material impreso y ropa de posconsumo, esta exposición es una exploración del estado de la moda rápida.

Para visualizar la versión traducida de nuestras sinopsis escanea el código QR o te invitamos a solicitar una guía de la galería en recepción.



This exhibition is generously sponsored by



Scan the QR code for sustainable fashion resources.



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.

51,000

Annual 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 Programs



Second Saturdays



School Group Tours

In Focus: Youth Education

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 **800** K-12 schoolchildren for **FREE** guided exhibition tours and bilingual art activities inspired by the art on view, over 60% of whom attend Title 1 schools serving low income and historically under-resourced communities in our region.

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!

Learn more about our programs in our 2024 Impact Report: sloma.org/2024-impact-report



sloma.org

Exposure Opportunities: Exhibitions

NYBAK SPOTLIGHT SPONSOR

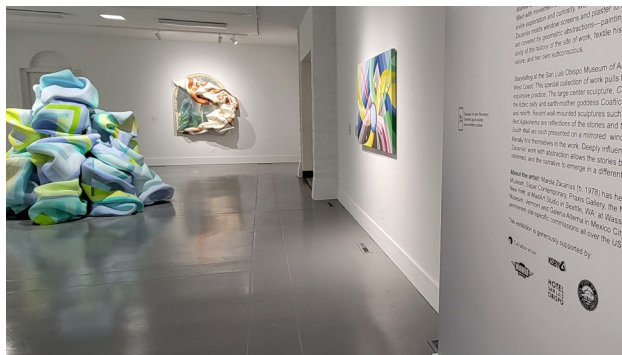
Exhibitions in SLOMA's Arne Nybak Gallery featuring local and emerging visual artists.

Target Audience: SLOMA visitors and members

Impressions: 10,000–15,000/exhibition + 50,000 annual visitors + 4,000 email subscribers

Notable Sponsor Benefits:

- Recognition on annual Donor Wall
- Logo on exhibition wall
- Logo on exhibition webpage
- Logo on email marketing to SLOMA's members + subscribers



STARTS AT \$2,500

NYBAK + GRAY WING SUPPORTING SPONSOR

Exhibitions in either the Nybak Gallery or SLOMA's premier gallery, the Gray Wing, featuring established domestic & international artists.

Target Audience: SLOMA visitors, members, and your own employees

Impressions: All previous levels + 11,000 social media followers on Facebook and Instagram

Notable Sponsor Benefits:

- All Spotlight benefits
- Recognition on social media
- Employee engagement options
- Free SLOMA membership for you
- Recognition on press release to CA media (Gray Wing exhibitions only)



STARTS AT \$5,000


GRAY WING PRESENTING SPONSOR

Exhibitions in the Gray Wing feature exclusive opening receptions for SLOMA's members and a VIP. Includes category exclusivity.

Target Audience: All audiences + your own employees + your VIP clientele

Impressions: All previous levels + TV ads reaching 230,000 households + enhanced marketing exposure

Notable Sponsor Benefits:

- All Spotlight + Supporting benefits
- Logo on postcard to membership
- Logo on TV ad and exhibit banners
- Invitations to VIP receptions
- Category exclusivity
- 1 event rental (\$2,000 value!) 



STARTS AT \$10,000

Exposure Opportunities: Programs



SUPPORTING SPONSOR

Entry support for SLOMA's public programs including family art days, school tours, and First Fridays.

Target Audience: SLOMA visitors and members

Impressions: Over 50,000 annual visitors

Notable Sponsor Benefits:

- Name on annual Donor Wall
- Complementary SLOMA membership for your household
- Priority registration for events
- Invites to special openings
- Logo on sloma.org + mobile app
- Employee engagement days



STARTS AT \$5,000

PRESENTING SPONSOR

Make a positive impact on our community by expanding arts access for all ages. Enhanced benefits and marketing exposure for your brand.

Target Audience: All audiences + your own employees + VIP customers

Impressions: All previous levels + program participants including Title 1 schools and Central Coast families

Notable Sponsor Benefits:

- All Supporting benefits
- Logo on email marketing
- Logo on activity materials
- 1 event rental (\$2,000 value!)
- Category exclusivity



STARTS AT \$10,000

The Perks of Sponsorship

A Testimonial



As a local business owner, I had an incredible time working with SLOMA as a sponsor of their recent Whitney Bedford exhibition. In addition to having direct access to the artist for the launch, I enjoyed an intimate dinner with other local business owners and community leaders.

But the best part was having special access to the museum to host my clients for an event as part of the Presenting Sponsor package. It was great to share the museum with my clients – we hosted a wine night mixer and everyone had a lovely time.

The museum is a great place to host an event and share with friends, family, and clients.

My experience as a SLOMA Business Sponsor was so positive that the Lindsey Harn Group has decided to sponsor the upcoming exhibition with Siji Krishnan in Fall 2025. I hope you'll join me in supporting SLOMA.

*Lindsey Harn
2024 & 2025 Business Sponsor and
SLOMA Board Member*

Find connection at SLOMA

Interested in a partnership? Contact us today!

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