



art . . . THE CREATIVE HOME FURNISHINGS NETWORK

CORPORATE SPONSORSHIP OPPORTUNITIES

2015



MAKE A DIFFERENCE ...and have fun doing it.

IT'S A WIN-WIN.

Sponsoring ART events and programming is a unique opportunity for you to connect with a community who is looking for your products and services. We'll help to build your brand and you can show your support of **THE HOME ACCENTS INDUSTRY**

IS IT THE RIGHT FIT?

Here is your opportunity to become a supporter of your industry programs and events. Are you looking to put your name in front of thousands of home furnishing enthusiasts? Want to show your employees, customers and investors your commitment to your brand or service?

You should consider a sponsorship with ART to receive long term recognition.

WHY SPONSOR ART?

It's easy as...

1

Be a leader

Align yourself with the firms that make a difference.

Associating with these nimble high profile firms will get you noticed, appreciated and listened to.

Lead the industry rather than just follow the trend.

2

Support & Grow

Support the industry's only professional organization. With a calendar full of events, networking and education, we can't help but harness the synergy.

Help us grow and bring attention to our craft.

3

Influence

Talk about efficiency. Where else can you get such high prominence in such a dynamic group for such a reasonable Investment?

Be important to a fast growing group of companies that live on the details.



Read more about the available sponsorship packages and our media reach.

MARKET REACH - At a Glance

Each corporate sponsor level provides wide exposure through a variety of media and marketing channels. Please use the table below as a basic guide of the types of advertising, public and community relations opportunities delivered with a corporate sponsorship.

	Platinum - \$10,000	Gold - \$5000	Silver - \$2500	Friend of ART - \$1000
1 year Membership and full member access	✓	✓	✓	
ART website -Logo for sponsor level & link to your site	✓	✓	✓	✓
E-newsletter - Logo placement for sponsor	✓	✓	✓	✓
ART Website - free ad space on membership banner pages (note - this will be in rotation with other sponsors)	✓			
Blog -•feature blog posts specific to sponsor (sponsor provides content)	✓	✓	✓	
E-blasts -•feature e-blasts specific to sponsor (sponsor provides content)	✓	✓	✓	
Event - producer and corporate level sponsor recognition	✓	✓	✓	
Conference-Education Programs - complimentary program registration(s)	✓	✓	✓	
ARTS Awards - seats & priority seating	✓	✓		
ARTS Awards - priority seating only (Subject to availability)			✓	✓

Refer to your sponsor contract for specific recognition opportunities and requirements. Each sponsor should provide a high-quality color and black-and-white logo (.EPS or vector logos preferred) to the Arts Council with appropriate time to meet print and placement deadlines. Final pieces will be presented for sponsor approval before going to print.

SPONSORSHIP LEVELS

These signature sponsorships are an ideal opportunity to reach a substantial audience who appreciate your commitment to the home accents industry. ART also provides the Corporate Platinum Sponsor the exclusive opportunity to reward clients and guests with a VIP experience and to showcase your products or services multiple times during the year resulting in new customer prospects.



Corporate Platinum (per year).....\$10,000.00

- Membership in ART and full member access
- Logo placement for sponsor level recognition and links on the ART website which will include your company description of services provided
- Logo placement for sponsor level recognition in member e-newsletter
- Free ad space on membership banner pages (please note this will be in rotation with other sponsor ads)
- Four (4) feature blog posts specific to sponsor during 12 month duration of sponsorship plus photography. Sponsor to supply finished copy and photographs. Scheduling posts are ART discretion but accepts date requests
- Six (6) sponsor e-blasts to ART members during 12 month duration of sponsorship. Sponsor to supply ART with finished copy and all artwork to be broadcast by ART
- Logo placement, banners and/or on-site signs for all ART sponsored networking events indicating sponsor level and also applies to digital marketing and invitations to membership
- Four (4) complimentary program registrations for ART Conference in corresponding year and Platinum Sponsor recognition on all marketing materials.
- One (1) table of 8 and priority seating at the annual ARTS Awards Gala (coordinated by ART)

Corporate Gold (per year).....\$ 5,000.00

- Membership in ART and full member access
- Logo placement for sponsor level recognition and links on the ART website which will include your company description of services provided
- Logo placement for sponsor level recognition in member e-newsletter
- Two (2) feature blog posts specific to sponsor during 12 month duration of sponsorship plus photography. Sponsor to supply finished copy and photographs. Scheduling posts are at ART discretion but accepts date requests
- Three (3) sponsor e-blasts to ART members during 12 month duration of sponsorship. Sponsor to supply ART with finished copy and all artwork to be broadcast by ART
- Logo placement, banners and/or on-site signs for all ART sponsored networking events indicating sponsor level and also applies to digital marketing and invitations to membership
- Two (2) complimentary program registrations for ART Conference in corresponding year and Gold Sponsor recognition on all marketing materials.
- Four (4) seats and priority seating at the annual ARTS Awards Gala (coordinated by ART)

Corporate Silver (per year).....\$ 2,500.00

- Membership in ART and full member access
- Logo placement for sponsor level recognition and links on the ART website which will include your company description of services provided
- Logo placement for sponsor level recognition in member e-newsletter
- One (1) feature blog posts specific to sponsor during 12 month duration of sponsorship plus photography. Sponsor to supply finished copy and photographs. Scheduling posts are ART discretion but accepts date requests
- One (1) sponsor e-blasts to ART members during 12 month duration of sponsorship. Sponsor to supply ART with finished copy and all artwork to be broadcast by ART
- Logo placement, banners and/or on-site signs for all ART sponsored networking events indicating sponsor level and also applies to digital marketing and invitations to membership
- One (1) complimentary program registrations for ART Conference in corresponding year and Silver Sponsor recognition on all marketing materials.
- Priority seating at the annual ARTS Awards Gala (coordinated by ART and based on availability)

Friend of ART (per year).....\$ 1,000.00

- Logo placement for sponsor level recognition and links on the ART website
- Logo placement for sponsor level recognition in member e-newsletter

MEDIA COLLATERAL

Below are the guidelines to submit media under. All media submissions should be made to submissions@accessoriesresourceteam.org. If submissions are not received by their due dates we cannot guarantee inclusion.

1 Vertical Banners

Vertical Banner size is 600 x 1800 and 300dpi

Eligibility Levels:

Platinum and Gold

Paid Advertising



2 Horizontal Banners

Horizontal Banner sizes:

1800 x 300 and 300dpi

900 x 150 and 300dpi

Eligibility Levels:

Platinum and Gold

Paid Advertising



4 Logos

Logo sizes:

Submit your logo in the largest size and dpi available, we will resize accordingly.

Eligibility Levels:

All

5 Custom

Submit your banner design to ART for approval.

Eligibility Levels:

All

3 Sidebar Banners

Sidebar Banner size:

400 x 400 and 300dpi

Eligibility Levels:

Platinum, Silver & Gold

Paid Advertising



6 E-mail

All inclusion in e-mail marketing will require media 500 x 500 300dpi

SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship package. Completed forms can be returned to Sharon Davis, Accessories Resource Team, PO Box 31813, Charlotte, NC 28231 or by e-mail sharonjdavisnc@earthlink.net. Please contact us with any questions 704-376-4278.

CONTACT INFORMATION:

Company Name

Contact Person

Contact E-mail Address

Contact Phone Number

Address

City/State/Zip Code

SPONSORSHIP PACKAGES:

\$10,000 Platinum Sponsor

\$ 5,000 Gold Sponsor

\$ 2,500 Silver Sponsor

\$ 1,000 Friend of ART

PAYMENT INFORMATION:

Please send me an invoice

I have enclosed a check made payable to:

Accessories Resource Team

Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

Card Number

Expiration Date

Security Code

Total Sponsorship Cost Signature

Date



**Thank you for
supporting the
Home Furnishings
Industry!**

Once we receive your completed sponsorship form, ART staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your highresolution color and blackand-white logos (.EPS or vector preferred) to

submissions@accessoriesresourceteam.org

All materials will be sent for your approval before going to print.

