2015

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SPONSORSHIP PROPOSAL

"The U.S. Bureau of Economic Analysis reports that the arts and culture sector is a $699 billion industry, which represents 4.3 percent of the nation's GDP—a larger share of the economy than transportation and agriculture " -Americans for the Arts

About WetPaintATL

WetPaintATL brings to life the art of expression by creating a unique channel for artists to exhibit they work. WetPaintATL is the vision of artist, George Lenoir, of Lenoir Designs, LLC. His goal has been to provide an alternative avenue for artists to exhibit artwork. WetPaintATL has served the purpose of enhancing the visibility of all artists, regardless of ethnic background and artistic resume. The organization seeks unique, talented artists for their bi-annual art events. The exhilarating twist is that artists are performing live amongst loyal art followers.

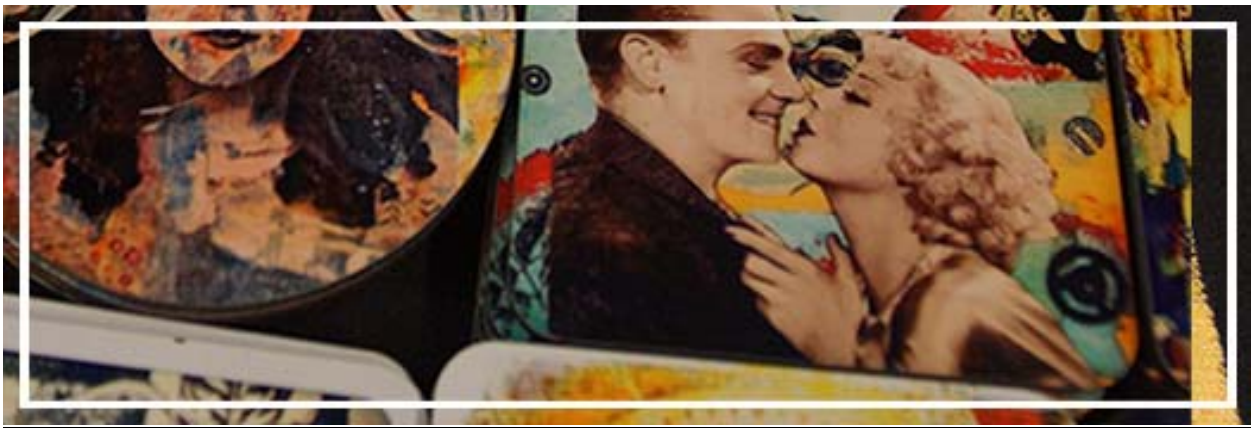
Since 2013 WetPaintATL has been hosting live paint exhibitions showcasing some of Atlanta's most talented artists in the areas of fine art on canvas, face painting, body painting, tattoos/piercing to jewelry making and custom bowties.

WetPaintATL Art Exhibitions

WetPaintATL takes the art show and turns it on its head, with the featured artist showcasing their talents live at the event. This exhilarating event exposes patrons to the creative process, provides a social and networking forum, not to mention an art marketplace.

The organization looks to be a creative platform by introducing artists to the novice and avid art collector. Past events have created a following, exposing attendees to a one-of-a-kind sensorial experience. Coming summer 2016, patrons will once again be able to admire body painting listen to music, cocktails, mingle and socialize, while they observe the many forms of art. Patrons can purchase various custom designs including fine art, graffiti writing, tattooing and jewelry.

WetPaintATL has grown to feature over 20 artists and vendors and is continuing to grow with each event.



Target Market

The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. The arts help us express our values, build bridges between cultures, and bring us together regardless of ethnicity, religion, or age. When times are tough, art is salve for the ache.

The nonprofit arts industry alone generates $135 billion in economic activity annually (spending by organizations and their audiences) that supports 4.1 million jobs and generates $22.3 billion in government revenue.

Generally speaking, attendees at arts events spend $24.60 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters. Attendees who live outside the county in which the arts event takes place spend twice as much as their local counterparts ($39.96 vs. $17.42)—valuable revenue for local businesses and the community.

Not only does the arts contribute positively to the economy, but also sharpens and promotes the skills businesses are looking for. The Conference Board reports that creativity is among the top 5 applied skills sought by business leaders—with 72 percent saying creativity is of high importance when hiring. The biggest creativity indicator continues to be a college arts degree. *Ready to Innovate* reports concludes, "The arts—music, creative writing, drawing, dance—provide skills sought by employers of the 3rd millennium." Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than average scientists. (Research Reports, 2015)

WetPaintATL has carved out an impactful audience, creating a premium channel for advertisers and sponsors to effectively expose their brand. WetPaintATL supporters are equally male and female, with the majority being college graduates earning an average income of $35,000-$80,000 who enjoy art, nightlife and are socially diverse. Below is a snap shot of the ever-growing social medial, internet and email list for WetPaintATL.

Demographics

DEMOGRAPHICS	TOTALS	
Gender	Male	40%
	Female	60%
Age (Median)	25-45	
	21-29	27%
	30-39	60%
	40-49	12%
	50-60	1%
Ethnicity/Nationality	Black/African American	67%
	White/European	13%
	Multi-Racial/Other	5%
	Hispanic/Latino	3%
	Caribbean/West Indian	2%
	Asian/Pacific Islander	1%
Income (Median)	$40,000 - $80,000	
	$20,000 - $40,000	5%
	$40,000 - $60,000	68%
	$60,000 - $80,000	19%
	$80,000 - $100,000	8%
Marital Status	Single	65%
	Married	35%
Educational Level	High School	9%
	Some College/Technical	28%
	College Graduates	63%
Interest(s)	Art	
	Nightlife	
	Social Media	
Psychographics		
Concerned with appearance and trends		
Wants a healthy lifestyle, but doesn't have much time		
Enjoys going online in the evenings, big fan of Instagram		
Tends to favor quality over economy		
Finds fulfillment in their career and family		
Values time with a small group of friends		

SOURCE	TOTALS
Facebook Page(s)	4,825+ fans
Instagram Page(s)	2,750+ followers
Meetup Page(s)	10,000+ impressions
Email List	1,000+ subscribers

Sponsorship Opportunities

Armed with the aforementioned statistics, WetPaintATL cordially invites you to participate in a collaborative sponsorship program aimed at, not only helping to continue support for the arts, BUT ALSO increase your company's profits & awareness. Outside of a shared target audience, the benefits to sponsoring are numerous.

What follows are sponsorship levels in which your company can engage, taking advantage of visibility in a game-changing segment of the arts, strong consumer base and corresponding target audience.

PRESENTING	GOLD	SILVER
$4000 Per Event	**$2000 Per Event**	**$1000 Per Event**
VALUE DESCRIPTION:	VALUE DESCRIPTION:	VALUE DESCRIPTION:
YOUR BRAND **"presents WetPaintATL"**	YOUR BRAND listed & featured on all print advert materials (UV coated flyers).	YOUR BRAND listed & featured on all print advert materials (UV coated flyers).
Prominent placement on website, email broadcast, full color UV coated flyers and print ads.	YOUR BRAND listed on all web marketing & email materials.	YOUR BRAND listed on all web marketing & email materials.
Active links to your website on www.wetpaintatl.com	**Active links** to your website on www.wetpaintatl.com	**Active links** to your website on www.wetpaintatl.com
20 complimentary tickets to WP event for your guests.	10 complimentary tickets to WP event for your guests.	5 complimentary tickets to WP event for your guests.
Full opportunity for **on-premise** product/brand displays, demos and special exposure.	Full opportunity for **on-premise** product/brand displays, demos and special exposure.	
Corporate Logos incorporated in event photos. Excellent post event brand exposure.	Corporate Logos incorporated in event photos. Excellent post event brand exposure.	
Step and Repeat Logo Placement	Step and Repeat Logo Placement	

ALA CARTE MARKETING PRODUCTS

Logo placement on wetpaintatl.com	$100 month
Logo placement on email blast	$1500 (per event)
Logo placement Step & Repeat	$2500 (per event)

Current/Previous Sponsors

Venue Sponsor – 2013 - 2015

HŌBI
HOUSE OF BLENDED INK

Body Paint Model Sponsor – 2013 - 2015

Amirakal Marketing

Sponsorship Requests

•Venue Sponsorship – 3000 sq ft plus (adequate parking, heat/air, Atlanta area)
•Liquor/Beverage Sponsorship
•Food/Catering Sponsorship
•Art Supply Sponsorship
•Makeup/FX/Bodypaint Supply Sponsorship
•Candy Table Sponsorship
•In Kind/Product Donations/Sponsorships

Benefits to Sponsorship

Partnering with WetPaintATL on sponsorship provides a number of benefits including the following:

- Access to the same target audience matching that of your company
- Potential exposure in print newspaper and magazine
- Access to segmented TV and newspaper
- Internet exposure including web advertising and media placement
- Infusing your company's branding across multiple mediums including event advertisement, web, social media and print
- Support capacity building and continued growth of the arts
- Opportunity to leverage events to engage key prospects

Sponsorship exclusivity is available, with varying levels in which to engage. Contact us today to discuss how we can match & address your organization's exposure needs. With that, please contact George Lenoir georgelenoir@wetpaintatl.com.

May 28, 2016 WetPaintATL Event Sponsor Agreement

Type of Sponsorship: Presenting /Gold/Silver/Product Donation _____

_____	$ _____
Business Name	Investment Level
_____	_____
Contact Name	Contact Number
_____	_____
Street Address	City, State and Zip Code
_____	_____
Signature	Date

Notwithstanding to whom bills are rendered, Applicant and Third Parties shall remain jointly and severally obligated to pay Lenoir Designs, LLC the amount of any bills prior to the event date unless otherwise noted. Payment by Applicant to Third Parties or by Third Parties to Applicant shall not constitute payment. Applicant understands that should Applicant place advertising through and advertising agency (or other Third Parties), that Applicant will continue to be responsible to Lenoir Designs, LLC for payment of such advertising. In the event Applicant is an agency requesting advertising on behalf of a client, Applicant acknowledges its join and several liability for the payment of such advertising under the terms set forth herein above.

Attorney's Fees: Upon default, advertiser is liable for all cost of enforcement of this Agreement, and the collection of all sums due or to become due hereunder, including but not limited to, reasonable attorney's fees and interest from the date of default at a rate of 18% per annum. It is further agreed that the party singing this contract does so as an authorized representative of the business name above an individually. **This sponsorship is non-cancelable based upon advertiser's signature. Event payment must be received in advance of event date.**

Please make all payments via PayPal Lenoir Designs, LLC http://www.wetpaintatl.com/Sponsorship.html