



Lyme Art Association Exhibition Sponsorship Opportunities

Join us in bringing art to life at the Lyme Art Association

**Increase brand visibility, reach new customers, and engage with sophisticated clientele
at our vibrant art center in the heart of the Connecticut River Valley**

We seek corporate sponsors for a variety of events and programs each year, including six major exhibitions, lectures, the annual gala fundraiser *Palate to Palette*, and the fundraiser *Swing for Art*.

Exhibition sponsorship provides an excellent opportunity to increase your exposure within the community and enhance your customer base. We can tailor sponsorship levels to your marketing goals and budget. We provide a multi-week comprehensive advertising and promotional campaign, opportunities for face-to-face interaction with potential customers at well-attended opening receptions, and strong social media presence .



Exhibition Profile

Each of seven yearly themed and juried exhibitions features fine representational art by well-known artists. The gallery is open to the public free of charge, year-round, five days a week.

Target Audience

Our audience comes from towns along the Connecticut River Valley and Shoreline, including Old Lyme, Saybrook, Essex, Madison, East Lyme, Waterford, Mystic, Stonington, and beyond. Guests to the gallery include year-round residents, second-home owners, and summer visitors who are attracted to this town's beautiful shoreline, historic character, and commitment to the arts. Visitors come from throughout Connecticut, New York, New England, and further abroad.

Anticipated Attendance:

6,000+

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	Presenting Sponsor \$2000	Supporting Sponsor \$1000	Contributing Sponsor \$500
Private tour of exhibition for up to 20 guests with refreshments			
Use of gallery for one meeting or reception (\$1,500 value)			
Representative invited to speak at opening reception			
Representative included in photo opportunity			
Ten percent discount for your employees during exhibition			
Exhibition brochure			
Website recognition	<i>With logo and link to company website</i>	<i>With link to company website</i>	
Signage in the front of the gallery	<i>With logo</i>		
Postcards mailed to 1,550 households	<i>With logo</i>		
Newsletters emailed bi-weekly to 3,100 subscribers	<i>With logo</i>		
Social media channels, including Instagram and Facebook	<i>With logo</i>		

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