



Sponsorship Categories and Benefits - 2007

Platinum

Contributing \$5,000 or more in the form of funding, products or services.

Benefits: Your logo on our poster*, postcard, in advertisements, and on supplemental printed materials. Logo and business information on the Showcase website and in the event program. Acknowledgement on television and radio spots when possible. Opportunity to place marketing materials at strategic Showcase locations**. Printed placards at appropriate places in the exhibit hall. Logo and information on kiosk honor roll. Verbal acknowledgement and thanks during the event over the hall-wide public address system.

Gold

Contributing \$3000 - \$4999 in the form of funding, products or services.

Benefits: Your logo on our poster*, postcard and selected print advertising. Logo and business information on the Showcase website and in the event program. Opportunity to display marketing materials in designated Showcase locations**. Printed placards at appropriate locations in the exhibit hall. Logo and information on kiosk honor roll. Verbal acknowledgement and thanks during the event over the hall-wide public address system.

Silver

Contributing \$1500 - \$2999 in the form of funding, products or services.

Benefits: Your logo on our poster*, logo and business information on the Showcase website and in the event program. Opportunity to display marketing materials in designated Showcase locations**. Printed placards at appropriate places in the exhibit hall. Logo and information on kiosk honor roll. Verbal acknowledgement and thanks during the event over the hall-wide public address system.

Bronze

Contributing \$500 - \$1499 in the form of funding, products or services.

Benefits: Commercial Listing in the event program, business information on the Showcase website and the honor roll kiosk. Opportunity to display and distribute marketing materials in designated Showcase locations. Printed placards at appropriate places in the exhibit hall.

Patron

Contributing \$200 - \$499.

Benefits: Commercial Listing as a "Patron of Showcase" on honor roll kiosk and complete contact/commercial information printed in the event program.

Friend

Contributing \$50 - \$199.

Benefits: Acknowledgement as a "Friend of Showcase" on honor roll kiosk. Name listed in the event program.

We are truly grateful for your help in producing Showcase!!

* We mail over 50,000 postcards and post nearly 3,000 11" x 17" posters in stores, galleries and approved public places. ***This is a tremendous advertising opportunity.*** If you want your logo on the poster and/or postcard, we must receive your signed contract and a minimum cash payment of \$1500 by February 21, 2007.

** Booth spaces subject to discussion, separate contract, additional fees, and available hall space. Guidelines for non-profit, educational and commercial organizations may differ.

Thank you for your interest in helping produce the Oregon Potters Association's Ceramic Showcase – the largest cooperative all-clay show in the United States.

As you can see from the accompanying "Categories and Benefits" page, there are numerous ways that you can support our show. For friends and patrons, we offer our gratitude and the opportunity to support the arts and your local clay community. For businesses, we offer a wide variety of commercial benefits: product and service recognition, print advertising, multimedia exposure, an on-site sales booth opportunity, and public acknowledgement.

We are a non-profit organization. This classification may provide tax benefits that add even more value to establishing a partnership with us.

There are some businesses in the ceramics trade that might like to have a display table or booth space in our exhibition hall. Because of the limited amount of "non-artist" booth space at Showcase, we must address each request on an individual basis and may need to modify the terms of our agreements. Commercial booth space is available on a first-come, first served basis, requiring a separate contract. Standard booth fee is \$600.00. If an interested vendor is also a sponsor, booth fee will be adjusted according to the level of contribution. The contracted vendor may sell its products from the booth, all sales and details independent of Showcase books and without any commissions or further fees required. Please contact the sponsorship representative or chair for further details.

One of Showcase's missions is to provide an educational forum for all facets of our community. This focus is our way of "giving back." Our "Clay in Education" program, funded by the OPA and staffed by our members, enables schools without a budget for art programs to include some ceramic art in their curriculums. Our yearly selection of displays at Showcase indicate the diversity of our interests: Hokkaido Potters (our guests from Japan in 2005), several College and High School Program exhibits, Interiors, and Garden Environments. In 2007 we are coordinating an April show at Portland's City Hall with a special Showcase exhibit and guest appearance by four potters from Oaxaca, Mexico. We also offer hands-on experience for kids and adults, a group installation project, demonstrations and fun competitions of clay skills during the show.

We intend to be flexible and friendly in our agreements with you and hope to maintain and cultivate our partnership in the years to come. We are all working to support the arts and our cultural community, which includes artists, students, collectors, suppliers, galleries, museums, educators, schools, and the general public -- sharing a love for the history, evolution and current events of all things ceramic.

Thanks again for your willingness to contribute to Showcase and its long-standing traditions of excellence and inspiration. Feel free to call or write if you have any suggestions or need additional information.

Best regards,

Mark Heimann

Mark Heimann
Sponsorship Chair

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Nov 06 ed.