



Advertising details: Categories and Benefits for funding, products or services

Platinum

Contributing \$10,000 or more in the form of funding, products or services.

Benefits: * The Oregon Potters Association offers many educational events that create opportunities for targeted advertising.

Partner recognition in Clay in Education program events and other Oregon Potters Association activities. Your logo on banners: options include Empty Bowls at the Waterfront Blues Festival, Ceramic Showcase's Main & Acoustic Stages, the banners for Children & Adult Clay Play Areas organized at Ceramic Showcase, Art in the Pearl and other community events. Plus all benefits listed below in the other categories.

Gold

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

Benefits: * Your name and/or logo on 70,000 Ceramic Showcase postcards, 2,000 posters, 15,000 small cards, 6,000 event Directory/Maps (*reused during the event to serve the 18,000+ attending*), OPA and Showcase websites and in print, radio and TV advertisements when possible. Plus all benefits listed below.

Silver

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

Benefits: * 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. Plus all benefits listed below.

Bronze

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. Verbal acknowledgement and thanks during the event over the hall-wide public address system and during opening ceremony. Plus all benefits listed below.

Copper

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

Benefits: * Commercial Listing in the event program, business information and logo 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 contact/commercial information printed in the event program.

Friend

Contributing \$50 - \$199.

Benefits: * Acknowledged as "Friend of Showcase" on honor roll kiosk. Name listed in event program.

** Subject to the printing schedule deadlines for each material.
We are truly grateful for your help!*



A non-profit organization since 2005, the Oregon Potters Association provides tax benefits that add value to an established partnership with OPA. Our organization has been in existence since 1980, and our annual Ceramic Showcase since 1982.

Our “Clay in Education” program, funded by the OPA and staffed by our members, enables schools without a budget for art programs to include ceramic art in their curriculums.

To date OPA members have donated \$380,000 to the Oregon Food Bank via donated pottery sold at the Annual Waterfront Blues Fest in Portland, Oregon.

In 2011, OPA members’ donated tea bowls helped raise \$10,000 to rebuild earthquake-damaged kilns in Mashiko Japan. We have hosted potters from rural Mexico and twice from Hokkaido, Japan.

In 2013 OPA teachers worked with special needs students in area schools, sending their clay tiles to Japan for display with tiles by Hokkaido special needs students. Also in 2013, we supported **Partner’s for a Hunger- Free Oregon.**

In 2014, we shared in support for **Medical Teams International.**

As you can see from the accompanying “Categories and Benefits” page, there are numerous levels at which you can contribute to the Oregon Potters Association. 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. For friends and patrons, we offer our gratitude and the opportunity to support the arts and your local clay community. No donation is too small.

One of Ceramic Showcase’s missions is to provide an educational forum for all facets of our broader community. ***This event is a tremendous advertising opportunity.*** We mail 70,000 large postcards, print 15,000 small cards and post 2,000 11” x 17” posters in stores, galleries and approved public places. Banners hang all along MLK in front of the OCC, above our Main Stage, Acoustic Stage, children and adult clay areas. Over 6,000 program/maps that are given and recycled to give again to each person as they enter the show. Advertising is available in and around the convention center, with logos placed on on banners, kiosk posters and in other locations throughout the hall.

Each year at showcase we provide a \$1,500 high school scholarship award to a young, rising clay artist.

We all work 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. The Oregon Potters Association is flexible and friendly in our agreements and hopes to maintain and cultivate our partnership in the years to come.

Thank you for contributing to the Oregon Potters Association and its long-standing traditions of community, education, diversity and inspiration. Feel free to call or write for additional information.

Warmly,
The OPA Sponsorship Chair
Michelle Gallagher 503-232-9094



EST. 1980

OREGON POTTERS
ASSOCIATION