

About Pratt Fine Arts Center's Auction

On **Saturday, April 27, 2024**, approximately 500 of Seattle's most amazing artists and art lovers will gather at historic Hangar 30 in Seattle's Magnuson Park for an evening of imaginative art, tasty fare, and fine libations. Guests will explore Silent Auctions featuring nearly 150 original artworks, before enjoying a seated dinner and rousing live auction of fine art and unique art-inspired experiences donated by artists from Seattle, the Pacific Northwest, and beyond. **Join us to celebrate the transformative power of art and bid on extraordinary artwork.** All event proceeds support our year-round arts programming for ages 5 and up.

About Pratt Fine Arts Center

Pratt is a unique multidisciplinary visual arts resource providing education and instruction, community programs, and professionally equipped art-making facilities. Pratt serves as a lasting tribute to Edwin T. Pratt, a civil rights leader who championed equal access to housing and educational opportunities for all. We honor his memory by making art education accessible for people of all ages, backgrounds, and skill levels.

Our Primary Program Activities

Adult Classes & Workshops: over 500 subsidized classes and workshops each year in glass, sculpture, jewelry, drawing, painting, printmaking, and woodworking for adults at all skill levels;

Youth Programs: free, pay-what-you-can, and low-cost opportunities to explore creativity for hundreds of youth and teens, including many from underserved Seattle communities;

Scholarships & Tuition Assistance: merit- and need-based scholarships and tuition assistance opportunities for all ages in every visual arts discipline;

Studio Access: affordable, professionally-equipped studio space for over 350 practicing artists;

Free Artist Talks, Exhibitions, and Events: free access to the visual arts for over 20,000 community members each year through our artist lectures, exhibitions, demonstrations, and events.

Sponsorship & Advertising Opportunities

As an exclusive event sponsor, your company will be highly visible to all of our guests and recognized for your support of Pratt and the visual arts. Please see our sponsorship and advertising opportunity descriptions for a complete breakdown of sponsorship levels, benefits, and ad specifications.

To reserve your sponsorship or advertisement, visit our website at www.pratt.org or contact Grant & Sponsorship Manager Julie Custer at jcuster@pratt.org or (206) 774-7901.



2024 Auction: Sponsorship Levels & Benefits

PRESENTING SPONSOR **\$10,000 and above**

- Table for 10 at auction
- VIP treatment, valet parking, and special gifts for auction guests
- Full-page advertisement in auction catalog
- Company name and logo in auction marketing materials

Event marketing: logo and site link on pratt.org event page for 6 months; name/logo in auction e-newsletter.

Event recognition: auction catalog sponsor listing; logo on jumbo screens; recognition in stage presentation; name/logo on auction entrance signage; name/logo on table signage at your table.

- **Exclusive Art Party for up to 30 guests in Pratt's Screenprinting Studio**

Treat up to 30 guests to a unique, hands-on art experience in Pratt's studios. Art Party includes professional teaching artist instruction, all required art supplies and equipment, and light refreshments. **The fine print:** 30-day advanced scheduling suggested; schedule by December 2024. Fair Market Value = \$5,000

CORPORATE BENEFACTOR **\$5,000**

- Table for 10 at auction
- VIP treatment, valet parking, and special gifts for auction guests
- 1/2-page ad in auction catalog
- Company name and logo in auction marketing materials

Event marketing: logo and site link on pratt.org event page for 6 months; name/logo in auction e-newsletter.

Event recognition: auction catalog sponsor listing; logo on jumbo screens; recognition in stage presentation; name/logo on auction entrance signage; name/logo on table signage at your table.

Fair Market Value = \$2,700

BENEFACTOR **\$5,000**

- Table for 10 at auction
- VIP treatment, valet parking, and special gifts for auction guests
- Name listing in auction marketing materials

Event marketing: name on pratt.org event page for 6 months; name in auction e-newsletter.

Event recognition: auction catalog sponsor listing; name on jumbo screens; name on signage at your table.

Fair Market Value = \$1,980

ARTIST TABLE SPONSOR **\$1,000**

Underwrite the cost for 10 donating artists to attend the auction

Purchase in addition to your own admission OR support artists if you are unable to attend

- Company name and logo in auction marketing materials

Event marketing: logo and site link on pratt.org event page.

Event recognition: auction catalog sponsor

listing; logo on jumbo screens; name/logo on table signage at donating artists' table. Fair Market Value = \$0

DEADLINES: Reserve your sponsorship by **March 1, 2024** to receive full benefits, including inclusion in auction catalog and marketing materials. Final ads, logos, and preferred listing names are due by **March 1, 2024**. Sponsor table guest names and entrée preferences are due by **April 1, 2024**.

2024 Auction: Catalog Advertising Options & Specifications

Ad Size	Width in inches	x	Height in inches	Price
Full Page - Vertical	5.125 w	x	8.25 h	\$1,000
Full Page - Full Bleed Option	6.25 w	x	9.25 h (Trim Size: 6 x 9; Safe Area: 5.25 x 8.25)	\$1,000
Half Page - Horizontal	5.125 w	x	4 h	\$600
Half Page - Vertical	2.4375 w	x	8.25 h	\$600
Quarter Page - Vertical	2.4375 w	x	4 h	\$300

File Requirements:

Preferred ad art format: print-ready PDF

Other acceptable formats: JPEG, TIFF, AI, EPS, or PSD

Raster artwork and linked images should be 300dpi at the size used. Vector art should have all fonts outlined and include any linked files.

4-Color Process printing will be used (CMYK).

Copy and Contract Regulation:

Advertisers are solely responsible for the content and correctness of supplied materials. Pratt Fine Arts Center reserves the right to reject or cancel, up to the day of publication, any ad it deems unsuitable for publication.

Ads submitted with a white background may have a thin border added by Pratt's catalog designer.

Ad Submission Information:

All ads should be submitted in digital format via email.

Send ads to Julie Custer, Grant & Sponsorship Manager, at jcuster@pratt.org.

Note: When submitting your ad via email, please send a separate email message to confirm receipt of image files.

DEADLINE: Print-ready advertisements are due on Friday, March 1, 2024

2024 Auction: Sponsor & Advertiser Reply Form

- ☐ Yes, I would like to become an EVENT SPONSOR at the _____ level with an investment of \$_____.
- ☐ I would like to purchase a _____-page ad in Pratt's 2024 Fine Art Auction catalog.

Preferred EVENT SPONSOR name listing for auction materials:

(Please print name exactly how it should appear in auction materials.)

Contact /Billing Information:

Company_____

Contact Name_____

Billing Address_____

City_____ State_____ Zip_____

Phone_____ Fax_____ Email_____

Payment Method:

- ☐ Check Enclosed
- ☐ Please Send Invoice
- ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Name on Card _____

Card Number _____ Exp. Date _____ Card Security Code _____

Signature_____ Date_____

Please return completed form by email or mail to:

Pratt Fine Arts Center
Attn: Julie Custer
1902 South Main Street
Seattle, WA 98144

Email: jcuster@pratt.org

Phone: (206) 774-7901

Thank you!