

3RD SATURDAYS



SPONSORSHIP OPPORTUNITIES

~~Presenting Sponsor - \$10,000*~~ **SOLD**

- Mention in all press releases
- Prioritized recognition in signage and promotional materials
- Includes most representation benefits included below

Tower Stage Sponsor - \$5000*

- Naming rights in promotion and signage to live music area in front of Tower Theatre for event season
- Speaking opportunity at 1 3rd Saturday reception of your choice (inside BLA)
- Additional product placement opportunity with attendee survey prizes
- Includes representation benefits included below



Strum Shop Stage Sponsor - \$2500*

- Naming rights in promotion and signage to live music area in front of Strum Shop for event season
- Logo & recognition on printed event flyers, posters
- Logo on official event signage
- Includes representation benefits included below



Street Art Sponsor - \$1000

- Company teambuilding activity: your team gets supplies to paint their own mini-mural of choice during 1 3rd Saturday event with BLA support.
- Sponsored by signage at one of the mini-murals for each event
- Logo in 3rd-Saturday related e-blasts
- Includes representation benefits included below



Vendor Sponsor - \$500

- Logo & web link on 3rd Saturday webpage for 1 year
- Business-specific social media feature
- Placement in preferred vendor booth zone
- Includes booth fee coverage of all 4 events (\$200 value)

Vendor Booth - \$50 (\$30 for members)

- Reserve an 8x8 booth space at a single 3rd Saturday event

**(1 available, limited to cash sponsorship)*

AUDIENCE STATS

5k website views monthly

Post Reach: 6k/month average

12% E-blast CTR



10.5k E-Blast Subscribers
2500+ direct mailings



4.8k+ Followers



3.4k+ Followers



3500-5000+
live event audience each day

Interested in negotiating customized benefits?

Please contact membership@bluelinearts.org or call 916-783-4117

Advertising Deadline: June 1

Event Highlights from 2021



ECONOMIC IMPACTS

- **100%** of downtown businesses reported an increase in customers
- Businesses polled reported an average of a **30%** increase in sales during the event compared to a normal Saturday.

SURVEY FEEDBACK

"Vernon street closure gives it a very festive feel. It makes Downtown very very different that the typical suburban/mall experience. Newcomers are moving from places with vibrant downtowns so this makes Roseville and the downtown businesses very attractive to them. "

"There was a great crowd of people! From all ages and I loved that. The location was amazing and in a safe and beautiful area. The music, art and activities were also great."

"I hope this event continues to grow! It would be amazing to see all of Vernon street packed with art and vendors!"



100%

of the Businesses polled reported a desire to see the # of 3rd Saturdays increase in 2022.

65%

of the Businesses polled want to see 3rd Saturday events happen year-round

16

Artists were commissioned to create visual arts activations

30

Average number of artist or maker vendors per event

16

musical performances commissioned

3RD SATURDAYS



**2022 DATES:
JUN. 18, JUL. 16, AUG. 20, & SEPT. 17**

BOARD OF DIRECTORS

President
CLIFTON TAYLOR
Taylor Builders

Vice President
CECILIA DELURY
CPA, Retired

Secretary
SHEREE MEYER
Sac State College of Arts & Letters

Treasurer
SUSAN RAMIREZ
Summit Funding

Directors
NATASHA MARTIN
City of Roseville,
Parks, Recreation & Libraries

CHRISTOPHER PISTONE
Robert W. Baird & Co.

TRUNG CAO
Artist

JENNIFER LUGIRS
Sierra College

ABOUT THE EVENT SERIES

3rd Saturday Art Walk is an arts & entertainment-focused community gathering event on Vernon Street designed to complement the City of Roseville's Concerts on the Square series and to attract visitors to businesses in Downtown Roseville. This monthly event will provide opportunities for visitors to connect with and support local artists, farmers, nonprofits and artisan vendor booths selling one-of-a-kind handcrafted items.

During each event, we close Vernon Street, creating a walkable outdoor corridor that encourages guests to walk from venue to venue, with interactive opportunities spanning four city blocks. We also invite other arts & culture nonprofits to participate in the event, connecting visitors with resources that increase educational opportunities, and access to stress-reducing activities that support mental health and give opportunities for residents to form social connections.

To encourage community engagement, each event will feature a public art project such as mini murals, chalk art competitions, art demonstrations and/or open art activities for all ages. Sponsorships make possible additional live music performances in front of Tower Theatre and the Strum Shop.



ABOUT BLUE LINE ARTS

Blue Line Arts is a 501c3 nonprofit arts center and gallery in the heart of downtown Roseville. The gallery showcases the works of regional and national artists, while engaging our community through arts programming and events, such as artist lectures, workshops and classes for all ages, public art projects, and more.

To support a full creative life for all, Blue Line Arts commits to championing policies and practices of cultural equity that empower a just, inclusive and equitable nation.

SPONSORSHIP FORM

3RD SATURDAYS 2022

Please return form by mail or scan and email to: membership@bluelinearts.org

For more information, you can also visit: bluelinearts.org

Or scan the QR code to the right!

Yes, I would like to sponsor at the following level:

- ~~Presenting Sponsor~~
- Tower Stage Sponsor
- Strum Shop Stage Sponsor
- Street Art Sponsor
- Vendor Sponsor
- Vendor Booth
- I would like to make a donation of \$_____

Name/Company as you wish it to appear in publications: _____

Address: _____

Phone: _____ Email Address: _____

Payment Preferences:

- I am submitting a cash donation
- I am including a check
- I am including my credit card information

Card # _____ CVV _____ Exp. Date _____

Billing address _____

Name as it appears on credit card _____

Signature: _____