



March 5, 2026

Dear Community Partner,

The Arts Alliance of Putnam is excited to introduce a brand new cultural event for our community: **Putnam Studio Tours (PST)**.

For one special weekend - April 18 - 19, local artists will open the doors to their private creative spaces and invite the public inside. Visitors will travel throughout Putnam County using a printed tour guide and map, discovering studios, meeting artists, watching demonstrations, and experiencing where art truly comes to life.

To help visitors navigate the tour, AAP will produce a beautifully designed Putnam Studio Tours Guide, which will include artist profiles, a tour map, and advertisements from local businesses that support the arts. Guides will be distributed at the kickoff event, Friday, April 17 at the Larimer Arts center, participating studios, and throughout the community.

We expect the event to attract art lovers, collectors, and visitors from across the region, bringing new energy and economic activity to our local businesses.

We invite you to participate in one of two ways:

- Become an **Event Sponsor** and receive prominent recognition throughout the tour and in promotional materials.
- Place an **advertisement in the Putnam Studio Tours Guide**, which will remain in circulation throughout the event weekend.

Your support helps the Arts Alliance of Putnam expand arts programming, support local artists, and grow cultural tourism in our community.

Enclosed you will find sponsorship and advertising options. We would be honored to include your business as a partner in this exciting new event.

PST... something creative is happening in Putnam County, and we hope you'll be part of it.

Thank you for supporting the arts!

Sincerely,

Shelley Schenker
Arts Alliance of Putnam
Cell: 561.635.9399



Sponsorship and Advertising Incentive Plans

Presenting Sponsor - \$2500 - Only one Presenting Sponsor will be accepted.

“Putnam Studio Tours presented by [Your business name]”

Benefits:

- Name/logo on front cover of the tour guide
- Logo on all promotional materials
- Recognition at the kickoff event
- Full page advertisement in the guide
- Logo on tour yard signage
- Recognition in radio and press releases
- Featured social media spotlight

Masterpiece Sponsor - \$1000

Benefits:

- Half page advertisement in the guide
- Logo on sponsor page
- Recognition at kickoff event
- Business highlighted in social media
- Option to place promotional materials at kickoff event

Easel Sponsor - \$500

Benefits:

- Quarter page advertisement
- Listing on sponsor page
- Recognition in social media

Brushstroke Sponsor - \$250

Benefits:

- Business card sized advertisement
- Business name listed in guide sponsor section
- Social Media thank-you post



Guide Advertising Only:

- Full page - \$250
- Half page - \$200
- Quarter page - \$100
- Business card - \$50

Creative Sponsorship Opportunities

- Coupon Space in the Guide:**
\$35 - “Show your Guide at [your business name] for 10% off”

 - Map Sponsor:**
\$50 - Your logo appears on every map page in the guide

 - Kickoff Event Sponsor:**
\$500 - Signage and recognition at the preview event
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Name of Business

Contact person

Email address

Indicate what level of sponsorship or advertising you are signing up for:

- Presenting Sponsor \$2500 (one only)
- Masterpiece Sponsor \$1000
- Easel Sponsor \$500
- Brushstroke Sponsor \$250
- Kickoff Event Sponsor \$500

PST Guide Advertising:

- Full Page \$250
- Half Page \$200
- Quarter Page \$100
- Business Card \$50
- Coupon Statement \$35
- Map Sponsor \$50