

# 2024 STUDIO TOUR | SPONSORSHIP LEVELS

Payment Deadline: July 15, 2024

Online Portal for Payment: [ocagnc.org/sponsorship](https://ocagnc.org/sponsorship)



**Orange County Open Studio Tour** is an annual event organized by the members of the Orange County Artists Guild. Now in its **30<sup>th</sup> year**, the tour attracts patrons from across the region. Visitors travel from Virginia, South Carolina and as far away as New York for day trips and long weekends. This year an estimated **100 artists** will draw art patrons to 80+ locations in Orange County the **first 2 weekends in November**. Over **25,000** brochures distributed to studio tour fans every year.

Our Open Studio Tour attracts **~20,000+** patrons to explore all Orange County has to offer during early November.

**For questions please contact:**

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## 2024 Sponsorship Levels

In order to expand OCAG's connection with our community supporters the Guild is transitioning to a sponsorship model. By providing four levels of sponsorships our goal is to expand the recognition of local, state, and regional businesses/organizations who kindly value the role art has to contribute to our communities.

<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
<b>\$500</b>	<b>\$250</b>	<b>\$150</b>	<b>\$75</b>

All Sponsor levels will be incorporated into social media reels/slide decks of images of OCAG artists work. For example, a reel/deck of photos will end with one or more Sponsor's logos and they will be tagged in the caption using their social media handles if provided.

We will share "Collection" posts grouped by location and when applicable, local businesses will be featured alongside artist's studios in the same region. For example, Hillsborough businesses are placed with Hillsborough artists. Other Collection posts will be based on medium/style including one or more Sponsor's logos. Each Sponsor will have a minimum of 2 Instagram and 2 Facebook posts.

Sponsors will be listed in the Tour Brochure (25K Distribution) and on the OCAG Tour website (for a full year).

**Online Registration and Payment:** [ocagnc.org/sponsorship](https://ocagnc.org/sponsorship)

For social media post we will require the following to promote your business to tour patrons:

**Social Media Handles:** Your Instagram and Facebook handles will allow us to promote your business/organization.

**Logo:** For including your business/organization on the OCAG website Sponsors page, we will need a vector format (.eps, .ai, .pdf) or high resolution .png .jpg file.