



articulator sponsorships 2022

About articulator

Founded by Bill Stotler in 2018, articulator promotes Sacramento's rich creative economy with a series of interviews featuring local artists and cultural leaders. Shared in-person, online, and in print, the personal stories of our interviewees reveal the nuances of sustaining the vibrant creative communities within our city.

About the articulator: Sacramento Edition book

articulator: Sacramento Edition is a 300-page, full-color book that features six extensive interviews with Sacramento artists and cultural leaders: Gioia Fonda, Estella Sanchez, Barbara Range, Liv Moe, Harley White Jr., and Trisha Rhomberg. The interviews include perspectives on building and supporting the creative community, the importance of workforce development, Sacramento's Creative Edge Plan, and the challenges and rewards of entrepreneurship in the arts.

articulator: Sacramento Edition also includes six spotlights of Sacramento artists chosen by the main interviewees. These artists include: Manuel Fernando Rios, Xico Gonzalez, Shonna McDaniels, Aida Lizalde, Milton 510 Bowens, and Penelope Lenaerts.



From top: Founder of Sol Collective, Estella Sanchez, articulator: Sacramento edition at the Kimpton Sawyer Hotel

articulator is fiscally sponsored by DBA Arts, a non-profit arts organization that supports a vibrant arts community by acting as a partner, liaison, and catalyst for independent art projects and artists.



From top: Artist and Owner of Old Gold, Trisha Rhomberg, Owner of The Brickhouse Gallery, Barbara Range, and the Executive Director of Verge Center for the Arts, Liv Moe

Why Sponsor articulator?

By sponsoring articulator you:

- Spotlight your business to Sacramento visitors with discretionary spending ability through our in-room hotel distribution
- Reach over 300,000 Sacramento visitors through distribution in 2,800 hotel rooms
- Raise awareness for your favorite Sacramento arts venues, creative small businesses, and independents artists
- Encourage hotel guests to get out of their rooms and into the community to support Sacramento businesses and cultural institutions

distribution

articulator: Sacramento Edition will be distributed as an in-room amenity to over 2,800 hotel rooms (reaching an estimated 330,000 guests) in the downtown, midtown, and Cal Expo districts. We are proud to share the stories and art of Sacramento artists with visitors in partnership with the Sacramento Hotel Association and the following hotels:

The Citizen Hotel

Courtyard Marriott & Fairfield Inn Cal Expo

DoubleTree by Hilton Sacramento

The Exchange Hotel - Curio by Hilton

Fort Sutter Hotel Sacramento

Holiday Inn Sacramento Downtown-Arena

Hyatt Regency Sacramento

Kimpton Sawyer Hotel

Residence Inn Sacramento Airport Natomas

Sheraton Grand Hotel

"I think it's essential to connect the dots to show how people engage with the arts everyday but don't necessarily recognize it."

- Estella Sanchez

2022 articulator Sponsorship Levels

patron **\$3,500**

Showcase your business in articulator: Sacramento edition and reach Sacramento visitors with discretionary spending ability.

The Patron Level includes:

- A full page ad for your business in the 2022 printing of articulator: Sacramento Edition
- Your business name and/or logo prominently displayed at 2022 articulator events
- Your business name and/or logo included on the articulator website
- 2 posts thanking your business or organization on the articulator Instagram account

community partner **\$3,000**

Support the local creative community by sponsoring an ad for a Sacramento gallery, venue, independent artist, non-profit organization or small business of your choice.

The Community Partner Level includes:

- A full page ad in the 2022 printing of articulator for the gallery, venue, artist, or organization of your choice.
- Your business name and/or logo included on the supporters page of the 2022 printing of articulator: Sacramento Edition
- Your business name and/or logo prominently displayed at 2022 articulator events
- Your business name and/or logo included on the articulator website
- 2 promotional posts for the gallery, venue, artists, or organization of your choice on the articulator Instagram account

supporter **\$1,500**

Support the local creative community by contributing to an advertising fund for Sacramento galleries, venues, independent artists, non-profit organizations or small businesses.

The Supporter Level includes:

- Your business name and/or logo included on the supporters page of the 2022 printing of articulator: Sacramento Edition
- Your business name and/or logo prominently displayed at 2022 articulator events
- Your business name and/or logo included on the articulator website
- 2 posts thanking your business or organization on the articulator Instagram account

enthusiast **\$500**

Support Sacramento businesses by pre-purchasing 20 copies of the articulator for your favorite local shop. These copies are then free of cost to the business and can be sold or used as a promotional tool to increase traffic to the store.

The Enthusiast Level includes:

- Your business name and/or logo included on the supporters page of the 2022 printing of articulator: Sacramento Edition
- Your name or business name prominently displayed at 2022 articulator events
- Your name or business name included on the articulator website



From left: Artist, Gioia Fonda and Musician, Harley White Jr.

HOW TO PURCHASE

Visit tinyurl.com/articulator2022 to let us know you'd like to purchase a sponsorship or email us at info@art-iculator.com if you would like more information.

HOW TO SUBMIT AD ARTWORK + AD SPECS

All ads are full page. Ad artwork must be 7.5" x 10" with bleed.

Email your ad artwork to info@art-iculator.com

PAST SPONSORS HAVE INCLUDED

Will Green

Bruce, Diane, and Larry Ferrel

Sol Collective

Kim Squaglia

Gioia Fonda

Canon East Sacramento

Asher Strysky, Farmers Insurance

Gensler Architecture

Paul Endleman

Balanced Body

Hacker Lab

"May we have this book in every hotel room in Sacramento, so that everybody who comes to visit here sees that this is not just a cool place to live, but this is THE CITY here in California, in the United States."

- Mayor of Sacramento, Darrell Steinberg