

SPONSORSHIP OPPORTUNITIES

NIMBASH 2018

Napa Valley's Arty Party



NIMBASH 2017: "STREET ART" THEME



TO BENEFIT

nimbus · arts

a community-based non-profit igniting artistic expression across Napa Valley

WHAT IS NIMBASH?

NIMBASH is an utterly original **“arty party”** including interactive art activities, live music and performance art, farm-to-table food and superlative wines, a sizzling fashion show, silent and live auctions, and an after-burner dance party. It’s become one of Napa Valley’s most celebrated events and sought-after tickets, selling out each year.



Your sponsorship will put your organization right in the middle of Napa Valley’s own arty party, NIMBASH – now in its 9th year. Each NIMBASH is a unique work of art in and of itself, with a fresh theme that carries through every detail. Over 350 art lovers, philanthropists, and community leaders from California and across the country join more than 100 Nimbus Arts’ artists for a celebration of art, wine, music, fashion and culinary creativity in the heart of the Napa Valley.

NIMBASH patrons enjoy a fabulous night that delights all the senses while also supporting Nimbus Arts, a St. Helena-based, community-led nonprofit, that ignites artistic expression and makes art accessible and available. Our goal for NIMBASH 2018 is to raise \$430,000 to support our experiential art programs, scholarships, summer camps, tourism art programs, and free community arts engagement activities for children, teens and adults of all ages throughout the Napa Valley. We hope you will join us!



NIMBASH 2017: “STREET ART” THEME



**NIMBASH 2018
SAVE THE DATE:
SAT. MAY 12, 2018**

“NIMBASH is the one event that I won’t miss. It’s always so much fun to see the theme each year that they choose, the interactive art projects that we can participate in and who can possibly not love the phenomenal over-the-top fashion show they do each year. I don’t know how they come up with ideas that top the year before – but for me it’s one of the best things to look forward to each year.” – CATHY BUCK, community partner, St. Helena Cinema

ABOUT NIMBUS ARTS:

WHO WE ARE

Nimbus Arts is a community-owned 501(c)(3) non-profit organization founded in 2005 with the mission of giving the Napa Valley Community access to art. We are dedicated to nurturing curiosity, fostering creative expression, and building a sense of community. In addition to on-site classes and camps, open studios, and lectures, we offer free public events, community service programs, classes in public and private schools, and collaborative art projects throughout Napa County. NIMBASH is our biggest event annually and the income it generates funds nearly 50% of our operation and programming.



WE BELIEVE

- Art inspires and enriches lives.
- Art should be available to everyone.
- It is essential to reach the underserved community.
- A multi-disciplinary approach to art promotes curiosity and learning.
- Artists are vital to our community.
- Art brings people together.

WHAT WE ARE TODAY

We make room for art by providing interactive educational art programs which inspire creativity and curiosity:

- Community outreach through collaborative events and public art activities
- Studio instruction for children, teens and adults
- Classes, camps and public art activities
- Scholarships
- Artist employment
- Art exhibits and sales
- Art lecture series
- Teen mentorship



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*Nimbus Arts, a community-based non-profit,
ignites artistic expression across the Napa Valley.*

BY THE NUMBERS:

Nimbus Arts

Our 2017 operating budget was \$994,596. We employ 30 freelance artist instructors and we produce more than 700 activities with one full-time and three part-time administrative and management staff. **In 2017:**

More than **5,000** Children, Teens & Adults attended Nimbus programs.

Over **700** Nimbus activities were offered in our studios, in schools, in public venues and at corporate sites.

Over **50** Community Partners engaged in Nimbus programs and services.

7 Public Schools from Napa to Calistoga received free/reduced fee Nimbus instruction.

\$6,500 in scholarships for camps and classes were awarded in 2017.

13 Camps with more than **300** campers

66 Classes with over **475** students

Over **200** Studio workshops with more than **800** students

64 St. Helena Art Guild sessions

Nimbus artists led more than **180** Private lessons

75 public and private school instruction sessions

15 Outreach Community Events & Activities (Free to Napa Valley residents and visitors)

Nimbus participated in **25** art-based events, parties and community meetings

45%
of Nimbash 2017
expense, totaling
\$84,174,
was paid directly
to local artists



Nimbash

EVENT DESCRIPTION:

Date/Time: Saturday, May 12, 2018, 5:30 – 11:30pm

Location: At “The Barn”
880 College Avenue, St. Helena, CA

Attendance: Influencers, tastemakers, and community leaders mingle with acclaimed artists, vintners and senior executives from the wine industry, renowned chefs, business leaders from around the world, and art patrons and philanthropists. One-third of 2017 guests were from outside Napa County.

Estimated Household Income: \$100,000+

Average Guest Spend: \$1,150

Average Age Group: 25 - 80

5:30 to 7:30 pm
Interactive Art Activities
Silent Auction
Live Music & Performance Art
Artisan Food and Wine Tastings
8:00pm
Epic Nimbash Fashion Show
Live Auction
Fabulous Auction Items
Food, Party, & Dancing



Marketing Opportunities

Printed Save-the-Date: A postcard formally announcing the event date to this sell-out soiree will be distributed to a target list of community leaders, donors, and event supporters.

Total: 2,000

Printed Invitation: Our artistically designed and handcrafted invitation will be mailed to our extensive mailing list of influencers & tastemakers approximately 4-5 weeks before the event. The invitation will include event details and recognition of sponsors (committed by March 15, 2018).

Total: 2,000

Community Work Parties: Sponsors are invited to help get this party started! Your team is invited to work hand-in-hand with our artists in our lively community work parties where we design and create the magic that makes Nimbash unique, including sets, backdrops, invitations, and other party flair.

Printed Newsletters: All sponsors will be featured in our Fall/Winter program brochure announcing our seasonal classes and events.

Total: 2,000

E-Promotions: Email marketing begins with the save the date and invitation, followed by bi-weekly event teasers and promotions.

Total: 3,000 each mailing

Webpage: Nimbusarts.org/nimbash will be updated with event and sponsor information and include links to sponsor webpages.

Over 800 unique visits per month

Social Media: With over **3,000** followers across our social media outlets, we'll connect our sponsors with dynamic, engaging and fabulous content.

Printed Program: Distributed to all attendees at the event, the program includes event and auction lot descriptions, and donor and sponsor recognition.



NIMBASH 2010: "OLD MASTERS" THEME

NIMBASH SPONSORSHIP OPPORTUNITIES

Presenting Sponsor: \$15,000

Title Sponsor of Nimbash

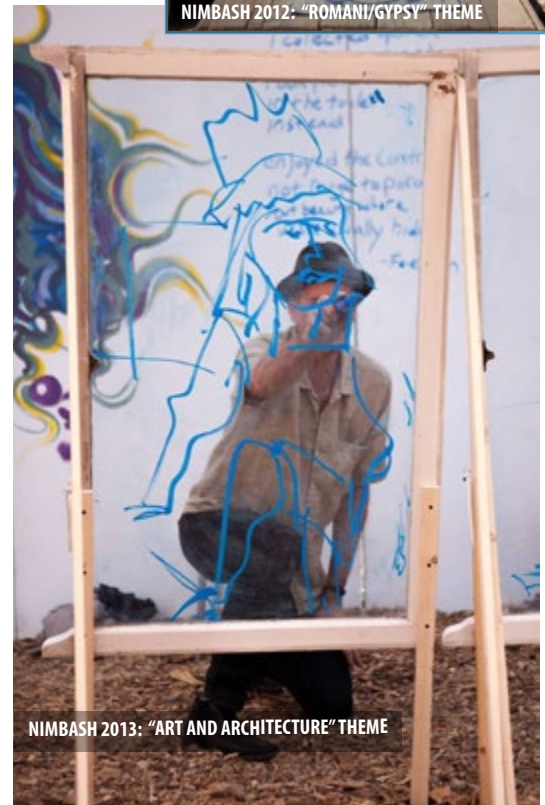
NIMBASH has become synonymous with the most hip and engaging fundraising event in Napa Valley, attracting influencers and tastemakers from the Napa Valley and the greater Bay Area who relish the creativity of the evening and the opportunity to mingle with renowned artists, vintners, and chefs. As presenting sponsor, you'll get the most prominent visibility throughout this brilliant interactive arty party!

RECOGNITION IN PUBLICITY AND PROMOTIONAL MATERIALS

- Logo on Invitation. Print deadline: Friday, March 15, 2018
- Recognition in any pre/post event publicity including social media and email promotions
- Full page B/W advertisement in the NIMBASH program
- Prominent name and logo on signage at the event
- Opportunity for a representative to provide brief welcome remarks at the event or auction the kick-off live lot to get guests warmed up!
- Logo with hot link on the funder page of Nimbus website
- Logo in the Nimbus Arts Fall/Winter program brochure

HOSPITALITY & BRANDING

- 8 NIMBASH tickets with reserved seating
- Invitation to join NIMBASH Volunteer Committee
- Invitations to all Nimbus Arts events
- Opportunity to provide branded materials on-site at Nimbus Arts
- Use of Nimbus Arts logo in your marketing, advertising and promotional efforts with prior Nimbus Arts approval



NIMBASH SPONSORSHIP OPPORTUNITIES

Exclusive Fashion Show Sponsor: \$10,000

The NIMBASH fashion show has become one of the evening's most anticipated events. A mesmerizing blend of art and design, guests are enthralled by the astonishing stage and set created by Nimbus Arts artists, and the excitement is amplified by the exquisitely designed fashion on display. Every element of the show, from the music to the staging, the individual makeup artistry to the unique fashions, all are hand-created by a growing team of artists and designers. Our models are a wildly perfect combination of professionals and our most stylish community members. Nimbus is committed to art in all its forms, formats, and messages; sponsorship of this unique event helps us visually display the diversity of art and fulfill this mission.



RECOGNITION IN PUBLICITY AND PROMOTIONAL MATERIALS

- Logo on Invitation. Print deadline: Friday, March 15, 2018
- Recognition in any pre/post event publicity including social media and email promotion
- Logo & name featured prominently on stage during fashion show
- Full page B/W advertisement in the NIMBASH program
- Name and logo on all signage at the event
- Logo with hot link on the funder page of the Nimbus website
- Name in the Nimbus Arts Fall/Winter program brochure

HOSPITALITY & BRANDING

- 6 NIMBASH tickets with reserved seating
- Invitation to join NIMBASH Volunteer Committee
- Invitations to all Nimbus Arts events
- Opportunity to provide branded materials on-site at Nimbus Arts
- Use of Nimbus Arts logo in your marketing, advertising and promotional efforts with prior Nimbus Arts approval

NIMBASH SPONSORSHIP OPPORTUNITIES

Automotive Sponsor: \$5,000

Drive our guests crazy for your newest model and showcase the vehicle at a featured location during the interactive 2 hour reception, creating a photo-op fit for Facebook. #iwanttodrivea...

Photo Booth Sponsor: \$5,000

A photo booth like no other...each year a unique photo booth is designed by a collection of artists, and your logo will be featured on this work of art. When our guests pose for the camera, the moment will live on for weeks in social media posts.



Automotive and Photo Booth Sponsors:

RECOGNITION IN PUBLICITY AND PROMOTIONAL MATERIALS

- Placement of your name and logo in the Nimbash program
- Name and logo on signage at the event
- Recognition in any pre/post event publicity
- Logo with hot link on the funder page of the Nimbus website
- Name in the Fall/Winter program brochure

HOSPITALITY & BRANDING

- 4 NIMBASH tickets
- Invitation to join NIMBASH Volunteer Committee
- Invitations to all Nimbus Arts events
- Opportunity to provide branded materials on-site at Nimbus Arts
- Use of Nimbus Arts logo in your marketing, advertising and promotional efforts with prior Nimbus Arts approval



NIMBASH SPONSORSHIP OPPORTUNITIES

Themed Raffle: \$2,500

You can't get these odds in Vegas! Only 100 tickets will be sold in a chance to win this raffle of notable value.

- Standard benefits + Logo on all raffle materials

Winning Bidder Gift Bag: \$2,500

Target the big bidders and heavy hitters of the night by sponsoring the sparkling wine bottle that gets delivered to each of the live auction winning bidders.

- Standard benefits + Branding on gift wrapping of wine bottle

Printed Govino Wine Glass: \$2,500

Every guest receives a souvenir stemless wine glass to be used for their drinking enjoyment throughout the evening, then taken home as a memento of an unforgettable evening.

- Standard benefits + Logo on one side of wine glass

Napkins: \$2,500

When delicious food & wine abound, cocktail napkins should be close by. Be the logo prominently featured on all cocktail napkins for the event.

- Standard benefits + Logo/tagline on napkin

Shuttle Bus/Bicycle Shuttle: \$2,500

Get them coming and going! Buses and bicycles will be delivering guests to the barn and they're a captive audience during transportation.

- Standard benefits + Signage on or in the vehicles

Standard benefits include:

RECOGNITION IN PUBLICITY & PROMOTIONAL MATERIALS

- Placement of your name and logo in the NIMBASH program
- Recognition in pre/post event publicity
- Logo with hot link on the funder page of the Nimbus website
- Name in the Fall/Winter program brochure

HOSPITALITY & BRANDING

- 2 NIMBASH event tickets
- Invitation to join NIMBASH Volunteer Committee
- Invitation to all Nimbus Arts events
- Use of Nimbus Arts logo in your marketing, advertising and promotional efforts with prior Nimbus Arts approval



OTHER WAYS TO BE INVOLVED

CUSTOM SPONSORSHIP OPTIONS

Support from our corporate sponsors is vital to the success and continued operation of Nimbus Arts. Our team is eager and willing to work with you to create a mutually beneficial partnership that supports your company's image and community engagement goals, and help us continue our mission to provide art programs and instruction to community members of all ages across the Napa Valley.

NIMBASH AUCTION

Our live auction is one of the most anticipated, energetic and entertaining NIMBASH activities. Featuring the work of renowned artists, unique and luxury goods, and one-of-a-kind experiences, NIMBASH provides an excellent platform to introduce and enlighten the Napa Valley's most discerning tastemakers about your product. Please contact the Nimbus Arts team if you are interested in donating a product or service to the NIMBASH Auction.

NIMBASH TICKETS

Come and enjoy NIMBASH! Our "Arty Party" is a tantalizing mix of art experiences and a lavish feast for all your senses. The evening begins with a hands-on art experience centered on the Nimbash theme, and then moves to an elaborately staged art-fashion show, delicious dinner featuring Napa Valley wines, a live auction featuring exceptional and unique lots, and a high-energy dance party to close the night.

Purchase tickets here: <https://nimbash2018.eventbrite.com>

Patron Ticket: \$150

Art Patron Ticket: \$250 (includes name listing in the Fall/Winter program brochure)

Table of 8: \$1,500

For more information, please contact:

Jamie Graff, Executive Director, Nimbus Arts
707.963.5278 • info@nimbusarts.org • nimbusarts.org
649 Main Street, St. Helena, CA 94574

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A portion of your sponsorship contribution may be tax deductible. Typically, the tax-deductible amount is limited to the excess of the contribution over the fair market value of any items received in exchange for the donation. You will be sent an acknowledgment letter shortly after Nimbus Arts receives your completed Sponsorship Commitment Form that provides the value of the non-tax deductible items included in your sponsorship contribution. Please check with your tax advisor to determine how your contribution and its tax deductibility may apply to you. Nimbus Arts, a public charity is a California nonprofit, public benefit corporation and is tax-exempt organization under Section 501 (c)(3) of the Internal Revenue Code. The Federal Tax ID number (EIN) is 27-1503762.

SPONSORSHIP COMMITMENT FORM

Name _____

Company/Affiliation _____

How would you like to be acknowledged? _____

Check here if you would not like your name in print

Sponsorship level: \$15,000 \$10,000 \$5,000 \$2,500 \$1,000

Sponsorship description: _____

Address _____

City/State/Zip _____

Email _____ Telephone _____

Make Checks payable to: Nimbus Arts
649 Main Street, St. Helena, CA 94574
Tax ID: 27-150376

Please charge my: VISA Mastercard American Express

Card number _____

Expiration date _____ CVV _____

Card holder name _____ Zip code _____

Fill out and Save this form, then email the whole pdf to info@nimbusarts.org
OR – Print the form (page 11) and mail to Nimbus Arts, 649 Main Street, St. Helena, CA 94574

THANK YOU!

For more information, please contact:

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