



# NIMBASH 2019:

*Napa Valley's Arty Party*

## sponsorship opportunities

TO BENEFIT



nimbus·arts

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

NIMBASH 2018: "WANDERLUST" THEME



NIMBASH 2018: "WANDERLUST" THEME



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## 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 10th 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 non-profit, that ignites artistic expression and makes art accessible and available. Our goal for NIMBASH 2019 is to raise \$550,000. **We hope to see you there!**

*In any discussion about Napa Valley culture, the first two words that invariably come up are ‘wine’ and ‘food.’ But there’s a third dimension to the region – the arts – that has been steadily expanding in scope and inspiring residents and visitors to enjoy and embrace their creative side. At the forefront of this cultural dimension is Nimbus Arts!*

**NORTH BAY BOHEMIAN,**  
May 2017



**NIMBASH 2019  
SAVE THE DATE:  
SAT. MAY 18, 2019**

# NIMBASH by the numbers



**MARFA MODA FOR 4:**

L20

- Transportation from El Paso airport to Marfa with Jeff Hester, founder of Rangefinder West Texas Touring Co.
- 2 night stay for 2 couples at Hotel Pisano
- Tour of Marfa with Jeff Hester
- \$200 gift certificate for Stellina Restaurant
- Original painting by Jeff Hester
- 2 Cowboy hats designed by Michael Malone
- Transportation from Marfa to El Paso via a Jet Suite private jet



## EVENT DESCRIPTION:

**Date/Time:** Saturday, May 18, 2019,  
5:30 – 11:30pm

**Location:** 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:** \$200,000+

**Average Guest Spend:** \$1,150

**Average Age Group:** 35 - 65



42%  
of Nimbash 2018  
expense, totaling  
**\$79.013**,  
was paid directly  
to local artists



# 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.
- Collaboration with other organizations improves outcomes and makes us stronger.
- 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
- Art education for at-risk youth
- Scholarships
- Artist employment
- Art exhibits and sales
- Art lecture series
- Teen mentorship



## nimbus arts by the numbers

Our 2017 operating budget was **\$1,019,210**. We produced more than **650** art activities – with a team of **31** freelance artist instructors, **1** full-time and **4** part-time administrative and management staff, and **150** volunteers.

### IN 2017:

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

Over **650** 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.

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

**\$10,391** in scholarships for camps and classes were awarded.

**13** Camps with more than **323** campers

**63** Classes with over **504** students

Over **218** Studio workshops with more than **780** students

**76** St. Helena Art Guild sessions

Nimbus artists led more than **152** Private lessons

**71** public and private school instruction sessions

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

Nimbus participated in **30** art-based events, parties and community meetings.



## marketing benefits for sponsors

**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.

**3,000 email + 500 printed postcards January 2019**

**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.

**1,200 April (commitment required by March 15, 2019)**

**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.

**April-May**

**PRINTED NEWSLETTERS:** All sponsors will be featured in our biannual program brochure announcing our seasonal classes and events.

**1,400 each mailing: Spring/Summer & Fall/Winter 2019**

**E-PROMOTIONS:** Email marketing featuring our sponsors begins with the save the date, invitation, and then bi-weekly event teasers and promotions.

**3,000 each mailing**

**WEBPAGE:** [Nimbusarts.org/nimbash](http://Nimbusarts.org/nimbash) will be updated with event and sponsor information and include links to sponsor webpages.

**Over 1,000 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 + EVENT SIGNAGE:** Distributed to all attendees at the event, the program includes event and auction lot descriptions, and donor and sponsor recognition.



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NIMBASH 2017: "WANDERLUST" THEME



NIMBASH 2013: "ART &amp; ARCHITECTURE" THEME

# sponsorship opportunities

## EXCLUSIVE FASHION SHOW SPONSOR: \$15,000

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 & name featured prominently on stage during fashion show
- Recognition in all pre/post event publicity including social media and email promotion (see page 6)
- Full page B/W advertisement in the NIMBASH program (ad must be received by April 15, 2019)

### HOSPITALITY & BRANDING

- 8 NIMBASH tickets with reserved seating
- 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



# sponsorship opportunities

## AUTOMOTIVE SPONSOR: \$7,500

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...**

### RECOGNITION IN PUBLICITY AND PROMOTIONAL MATERIALS

- Featured location at the event with prominent signage
- ½ Page B/W advertisement in the NIMBASH program (ad must be received by April 15, 2019)
- Recognition in all pre/post event publicity including social media and email promotion (see page 6)

### HOSPITALITY & BRANDING

- 4 NIMBASH tickets
- 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



# sponsorship opportunities

## 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 and on the spot printed photos. When our guests pose for the camera, the moment will live on for weeks in social media posts.

## GOVINO WINE GLASS SPONSOR: \$5,000

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. Your name and/or logo will be printed on one side of the wine glass. Glasses will also be used at the live auction art Preview Party and any remaining glassware will be used throughout the year at Nimbus Arts events and lectures!

## THEMED-ACTIVITY SPONSOR: \$5,000

Each year, NIMBASH takes on a different theme and this year we'll be creating a special activity around that theme....think World Fair and Ferris Wheel! You'll be prominently featured as the sponsor of this special activity and we'll work with you to maximize your presence.

## PHOTO BOOTH, GOVINO, AND THEMED-ACTIVITY SPONSOR BENEFITS:

- ½ Page B/W advertisement in the NIMBASH program (ad must be received by April 15, 2019)
- Recognition in all pre/post event publicity including social media and email promotion (see page 6)
- 4 NIMBASH tickets
- 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



# sponsorship opportunities

## ART PREVIEW PARTY SPONSOR: \$2,500

One week prior to NIMBASH we'll preview some of the extraordinary live auction art at a festive reception in the uber-cool Martin Design showroom on May 10, 2019. It's always a fabulous Friday night fete where guests can meet the wonderful artists behind the artwork, mingle and meander amidst the art, and enjoy great music, nibbles, fine local wine and other libations. You'll be prominently recognized at the preview party and all pre-promotion of the Preview Party.

## NAPKIN SPONSOR: \$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. Napkins will also be used at the Art Preview Party and any remaining napkins will be used throughout the year at Nimbus Arts events and lectures!

## SHUTTLE BUS SPONSOR: \$2,500

Get them coming and going! Buses will be delivering guests from the parking areas to the event and they're a captive audience during transportation. You'll have signage on or in all the vehicles.

## PREVIEW PARTY, NAPKIN, AND SHUTTLE BUS SPONSOR BENEFITS:

- Recognition in all pre/post event publicity including social media and email promotion (see page 6)
- 2 NIMBASH tickets
- 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 2014: "WORLD'S FAIR" THEME



## other ways to contribute

### CONTRIBUTING SPONSOR: \$1,500

Are you able to support us but can't attend the event? Then please consider a contribution at this level. You'll get recognition in all pre/post event publicity (see page 6).

### LIVE & SILENT AUCTIONS

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. And the silent auction is no less alluring with wonderful works of art in a wide range of media and styles, exceptional wines, buy-a-spot experiences, and more! 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 live or silent auction.

### FOR MORE INFORMATION PLEASE CONTACT:

Jamie Graff, Executive Director, Nimbus Arts  
707.963.5278 • [info@nimbusarts.org](mailto:info@nimbusarts.org) • [nimbusarts.org](http://nimbusarts.org)  
649 Main Street, St. Helena, CA 94574

*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.*



## sponsor commitment form

Sponsorship Level:  \$15,000  \$7,500  \$5,000  \$2,500  \$1,500

Sponsorship Description: \_\_\_\_\_

Name of Company: \_\_\_\_\_

(as you would like to be acknowledged in print)  Check here if you would not like your name in print

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Make Checks payable to: Nimbus Arts  
649 Main Street, St. Helena, CA 94574  
Tax ID: 27-1503762

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 12) and mail to Nimbus Arts, 649 Main Street, St. Helena, CA 94574*

For more information, please contact:

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