NIMBASH 2020:

Napa Valley's Arty Party

sponsorship opportunities

NIMBASH 2019: "HOME" THEME

TO BENEFIT nimbus·arts

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

NIMBASH 2018: "WANDERLUST" THEME

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.

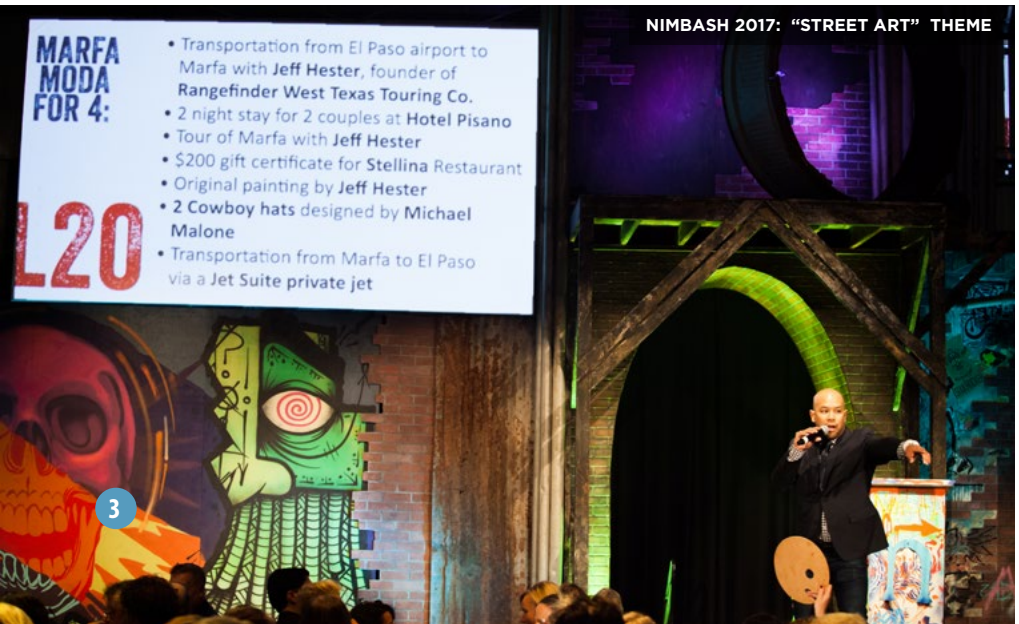
Your sponsorship will put your organization right in the middle of Napa Valley's own arty party, NIMBASH – now in its 11th year. Each NIMBASH is a unique work of art in and of itself, with a fresh theme that carries through every detail. Over 350 art lovers, philanthropists, and community leaders from 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. **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 2020
SAVE THE DATE:
SAT. MAY 9, 2020



NIMBASH by the numbers

EVENT DESCRIPTION:

Date/Time: Saturday, May 9, 2020,
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 2018 guests were from outside Napa County.

Estimated Household Income: $200,000+

Average Guest Spend: $1,900

Average Age Group: 35 - 65

Over
$90,000
of Nimbash 2019 expense was paid directly to local artists

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

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 2019 operating budget was **$1,322,000**. We produced more than **750** art activities – with a team of **42** freelance artist instructors, **1** full-time and **5** part-time administrative and management staff, and **160** volunteers.

IN 2019:

More than **6,000** Children, Teens & Adults attended Nimbus programs.

Over **750** 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.

10 Public Schools from American Canyon to Calistoga received free/reduced fee Nimbus instruction.

$7,760 in scholarships for camps and classes were awarded.

Nimbus ran **15** Camps with more than **400** campers.

Nimbus offered over **297** classes + workshops with more than **1,564** students.

Nimbus Arts hosted **82** St. Helena Art Guild sessions.

Nimbus artists led more than **177** Private lessons.

148 public and private school instruction sessions were held in 2019.

Nimbus Arts offered **20** Outreach Community Events & Activities (Free to Napa Valley residents and visitors)

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

marketing benefits for sponsors

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 postcards February 2020

INVITATION: Our artistically designed invitation will be sent 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.

3,000 email invitations March 2020 (commitment required by March 15)

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, table settings, and other party flair.

March-April

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 2020

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 will be updated with event and sponsor information and include links to sponsor webpages.

Over 1,400 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.

NIMBASH 2015: "SURREALISM" THEME

NIMBASH 2017: "WANDERLUST" THEME

NIMBASH 2019: "HOME" THEME

sponsorship opportunities

FASHION SHOW SPONSOR: $15,000

SPONSORED BY BETTINA BRYANT

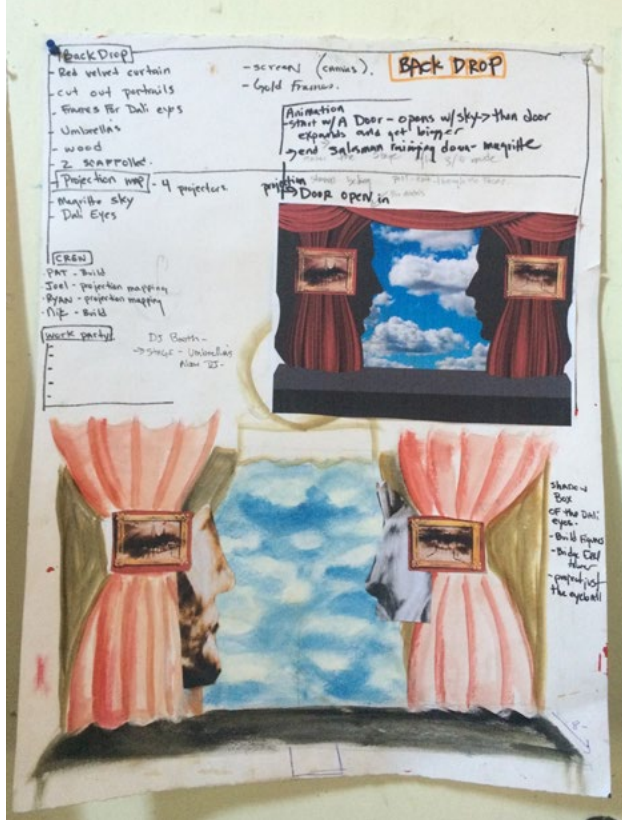
The NIMBASH fashion show has become one of the evening's most anticipated events. A mesmerizing blend of art and design, guests are enthralled by the astonishing stage and set created by Nimbus Arts artists, and the excitement is amplified by the exquisitely designed fashion on display. Every element 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 9, 2020)

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

FASHION DESIGN STUDIO SPONSOR: $7,500

Our Design Studio celebrates the transformation of inspiring ideas and elements into a concept that communicates an artistic vision, made real as fashion by our artists sewing, tooling, and fabricating.

SPONSORED BY HEMPRESS OILS

GOVINO WINE GLASS SPONSOR: $7,500

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. 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!

SPONSORED BY GARY'S WINE AND MARKETPLACE

FASHION DESIGN STUDIO AND GOVINO SPONSOR BENEFITS:

RECOGNITION IN PUBLICITY AND PROMOTIONAL MATERIALS

- ½ Page B/W advertisement in the NIMBASH program (ad must be received by April 9, 2020)
- Recognition in all pre/post event publicity including social media and email promotion (see page 6)

HOSPITALITY & BRANDING

- 6 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.

COWBELL SPONSOR: $5,000

Calling all cash cows! We'll rally NIMBASH live auction excitement with customized cowbells prominently featuring your logo. There's no more effective or fitting way for NIMBASH guests to celebrate and energize events throughout the evening than the clang of hundreds of cowbells. This sponsor opportunity is sure to "ring true" and become a NIMBASH standard, just like our yearly theme Nimbus cow.

SPONSORED BY
CENTRIC GENERAL CONTRACTORS

ART ACTIVITY STATION SPONSOR: $5,000 (3 AVAILABLE)

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.

SPONSORED BY
1. FARELLA BRAUN + MARTEL LLP
2. WOOLEY'S ELECTRIC, INC.
3. SHGRP

PHOTO BOOTH, COWBELL, AND ART ACTIVITY STATION SPONSOR BENEFITS:

- ½ Page B/W advertisement in the NIMBASH program (ad must be received by April 9, 2020)
- 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

SPONSORED BY

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 1, 2020**. 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.

SPONSORED BY BNY MELLON

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!

SPONSORED BY GRASSI & ASSOCIATES

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.

SPONSORED BY NAPA VALLEY VINTNERS

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

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 • 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.

thank you!

nimbus arts

sponsor commitment form

Sponsorship Level: ☐ $15,000 ☐ $7,500 ☐ $5,000 ☐ $2,500 ☐ $1,500 ☐ other amount _____

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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