

# NIMBASH 2022:

*Napa Valley's Arty Party*

## *sponsorship opportunities*

TO BENEFIT



nimbus·arts

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

NIMBASH 2021: "ALCHEMY" THEME



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 12th 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 2022  
SAVE THE DATE:  
SAT. MAY 28, 2022**

### A NOTE FROM 2021:

In September 2021 Nimbus Arts returned to a ‘new’ normal: re-engaging in-studio classes and camps, reactivating group art activities, and especially restoring NIMBASH as our celebration of art and the most important gathering. Many longtime patrons recognized that NIMBASH moved to September; this date change was due to COVID assembly and event rules. In 2022, NIMBASH will get back on its regular cycle with the event scheduled for May 28. Moving forward, our hope is to keep NIMBASH as an annual event held in late Spring.



**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



# NIMBASH by the numbers

## EVENT DESCRIPTION:

**Date/Time:** Saturday, MAY 28, 2022, 5:00 – 11:00pm

**Location:** Charles Krug Winery, 2800 Main Street, St. Helena, CA 94574

**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 2021 guests were from outside Napa County.

**Estimated Household Income:** \$200,000+

**Average Guest Spend:** \$1,900

**Average Age Group:** 35 - 70

Over  
**\$150,000**  
of Nimbash 2021  
expense was paid  
directly to local  
artists

## 5:00 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

All NIMBASH activities will be conducted in accordance with all sanitation, social distancing, occupancy, and health mandates and guidelines in place at the time of the event.



# 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.
- Nimbus commits to championing policies and practices of cultural equity that empower a just, inclusive and equitable community.

## 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 2021 operating budget was **\$1,478,834** and our team of **28** artist instructors, and **4** full-time and **2** part-time administrative and management staff delivered more than **250** art activities.

### IN 2021:

More than **4,000** Children, Teens & Adults participated in Nimbus programming.

Over **250** Nimbus activities were offered with many delivered online and supported with our art-kits-to-go.

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

At **4** Public Schools from Napa to St. Helena, over **1,000** students received free/reduced fee Nimbus instruction.

**\$3,306** in scholarships for camps and classes were awarded. **\$2,625** in free art kits for community art activities were distributed.

Nimbus ran **17** Covid-safe Camps offering on-site and online instruction with more than **302** campers.

Nimbus offered over **202** classes; attended by over **720** students.

Nimbus artists led more than **75** Private lessons.

Nimbus created **5** Large-scale Community Art Projects; Taking Liberties, Hare Raiser, Tree of Life Art, Tape Art, Perch & Ponder: Owl of Remembrance” Día de Los Muertos, California Coho Salmon Día de Los Muertos Community Altar Display, and Tractors on Parade.



## 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 2022**

**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 April 2022 (commitment required by April 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. (These will be dependent on County health regulations.)

**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 2022 and Fall/Winter 2022**

**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 4,000 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.



# sponsorship opportunities

## FASHION SHOW SPONSOR: \$5,000 (2 AVAILABLE)

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 Friday, April 29, 2022)

### HOSPITALITY & BRANDING

- 2 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

## 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. Any remaining glassware will be used throughout the year at Nimbus Arts events and lectures!

## 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.

### GOVINO AND COWBELL SPONSOR BENEFITS:

#### RECOGNITION IN PUBLICITY AND PROMOTIONAL MATERIALS

- 1/2 Page B/W advertisement in the NIMBASH program (ad must be received by Friday, April 29, 2022)
- Recognition in all pre/post event publicity including social media and email promotion (see page 6)

#### HOSPITALITY & BRANDING

- 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



# sponsorship opportunities

## NAPKIN SPONSOR: \$3,500

When delicious food & wine abound, cocktail napkins should be close by. Be the logo prominently featured on all cocktail napkins for the event. Any remaining napkins will be used throughout the year at Nimbus Arts events and lectures.

- Company logo or message imprinted on cocktail napkins

## ART ACTIVITY & DEMO STATION SPONSOR: \$2,500

(6 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.

1. PARELA + MARTEL RUN  
2. MENDOCINO GROVE  
3. STORAGE STAR  
4. CIATTI COMPANY  
5. BNY MELLON  
6. BLACKBIRD OF CALISTOGA

## NAPKIN SPONSOR AND ART ACTIVITY & DEMO STATION BENEFITS:

- 1/4 Page B/W advertisement in the NIMBASH program (ad must be received by Friday, April 29, 2022)
- 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).

- GRASSI & ASSOCIATES
- MALLOY IMRIE & VASCONI INSURANCE SERVICES
- RECKSTOFFER VINEYARDS

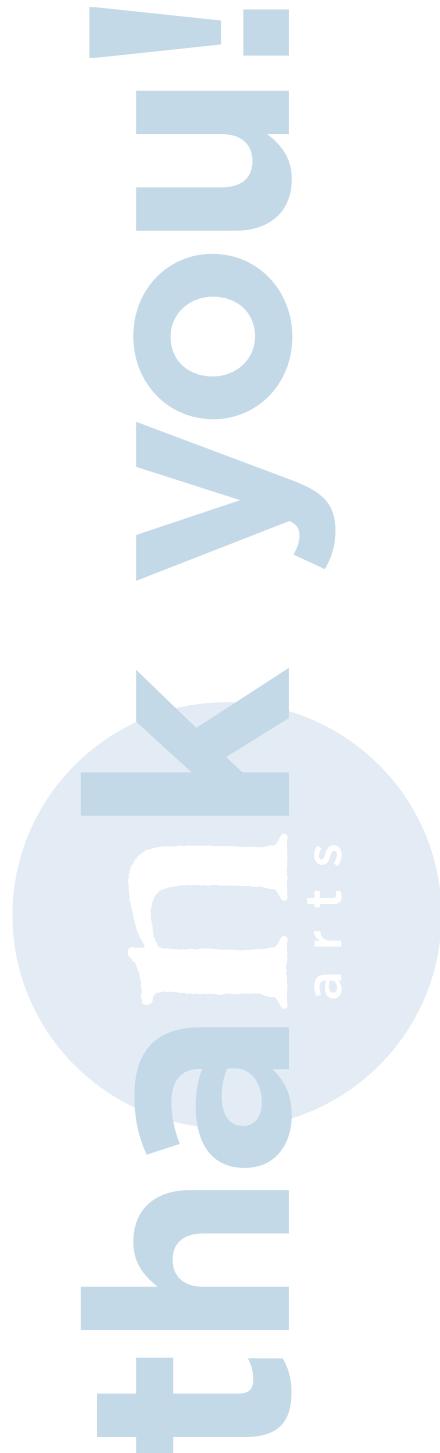
### LIVE & SILENT AUCTIONS

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.*



## sponsor commitment form

Sponsorship Level:  \$5,000       \$3,500       \$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 11) and mail to Nimbus Arts, 649 Main Street, St. Helena, CA 94574*

For more information, please contact:

Jamie Graff, Executive Director, Nimbus Arts  
707.963.5278 • info@nimbusarts.org • nimbusarts.org



nimbus · arts