

40th
ANNIVERSARY *Oxford*
fine Arts
2024

Sponsorship Opportunities

Background

For 40 years, Oxford Fine Arts has been the Oxford Community Center's biggest, most visible event. Oxford Fine Arts brings together OCC's largest donors, closest friends and supporters of arts and culture from the region. Sponsorship allows your business to share in our promotional campaign. OCC is securing partners early so the exposure is enjoyed by the sponsors for the maximum amount of time. This event, the fall gala and our annual fund donors provide the majority of the funding for all operations, programming, and community events throughout the year. Your sponsorship supports our mission and helps us expand, our community services and broader outreach. Art education, demos, and workshops offered all weekend.



40th ANNIVERSARY Oxford fine Arts 2024

The 40th annual three-day Oxford Fine Arts Show is set for May 17-19, 2024. The prestigious juried exhibit draws a wide selection of regional collectors as well as from major cities along the Eastern Seaboard. The much-anticipated annual show is well known throughout the area and celebrated as the season's "kick-off" for art lovers.

The schedule of events for the weekend begins with the Friday Preview Party. It provides attendees the chance to "Meet the Artists," view the exhibit and buy art. This has always been a fun evening where attendees mingle with the artists and enjoy cocktails as well as delicious hors d'oeuvres while getting first looks at the art.

On Saturday and Sunday, the exhibit is open to the public from 10 a.m. to 4 p.m. The raffle of beautiful artwork donated by the artists happens at the end of the show. Lunch items are available onsite for purchase on both days. The famous strawberry shortcake is not to be missed.

Past Featured Artists



2023 - Susan Schauer-John "Just Chillin"



2022 - Carole Boggemann-Peirson "Breakthrough"



2021 - Sheryl Southwick "View from the Porch"



2020 - Keith Whitelock "Heading Out"



2019 - Christopher Best "Ten Kids"

Why support Oxford Fine Arts?

Oxford Fine Arts has been the Oxford Community Center's biggest, most visible event. Oxford Fine Arts brings together OCC's largest donors, closest friends and supporters of arts and culture from the region. Sponsorship allows your business to connect with the community, build brand awareness and show your company's support for an important cause: the arts! OCC is securing partners early so the exposure is enjoyed by the sponsors for the maximum amount of time.

We have four partnership levels to offer and all contributions are tax deductible. How you can benefit?

- Increase brand awareness to new audiences
- Demonstrate your investment in the local community
- Differentiate your brand from its competitors



Sponsorship Packages

New sponsorship packages and benefits for 2024! Many sponsorship packages are available to suit any budget. We can also tailor a package to suite your specific needs.

Oxford Fine Arts is a highly visible long standing local event. With your sponsorship commitment, your company logo will be included on all of our advertising for Oxford Fine Arts which includes print and digital ads in some of most well known publication on the Eastern Shore including; Attraction Magazine, Tidewater Times, Spy, Shore Home and Garden, Shore Monthly, The Star Democrat, and What's Up Magazine.

We advertise locally and regionally at well established high traffic locations with posters, rackcards, banners as well as on a verity of social media platforms and accounts. Your sponsorship commitment will also be recognized on our website.

Advertising reach: All of Delmarva and the Eastern part of the Western Shore through multiple print and digital publications, local visual distribution with an approximate reach greater than 25,000.

For your convience, we now offer the ability to complete your sponsorship commitment through our website at oxfrodcc.org!

Advertising begins in March. To get the maximum benefit and visibility get your sponsorship commitment in early to receive the maximum benefit!

Sponsorship Packages

Diamond ~ \$5,000

- Listed as “Presenting Sponsor”
- Logo/name Included in all promotional materials and advertising - prominent positioning
 - press releases
 - print and digital event ads (local and regional such as Attraction Magazine, Tidewater Times, Shore Home and Garden, Talbot Spy, Shore Monthly, Star Democrat and more)
 - posters
 - Oxford Community Center website
 - social media ads
 - promotional banner
- Logo and recognition in E-Newsletter. Recognition includes a thank you for sponsorship and blurb about your company with link to company website
- Social media recognition for your company via our Facebook and Instagram
- Listed on sponsor banner at event
- Spot on a promotional table for your promotional materials (business cards, pamphlets, brochures, swag etc.) during the event
- Full page color ad on back cover in program book (valued at \$1500) and additional quarter page ad inside book (valued at \$200)
- Includes four VIP weekend passes and four preview gala tickets (valued at \$450)

Sponsorship Packages

Platinum~ \$2,500

- Logo/name Included in all promotional materials and advertising
 - press releases
 - print and digital event ads (local and regional such as Attraction Magazine, Tidewater Times, Shore Home and Garden, Talbot Spy, Shore Monthly, Star Democrat and more)
 - posters
 - Oxford Community Center website
 - social media ads
 - promotional banner
- Logo and recognition in E-Newsletter. Recognition includes a thank you for sponsorship and blurb about your company with link to company website
- Social media recognition for your company via our Facebook and Instagram
- Listed on sponsor banner at event
- Spot on a promotional table for your promotional materials (business cards, pamphlets, brochures, swag etc.) during the event
- Full page ad -inside cover or inside back cover in program book (valued at \$1000) and additional quarter page ad inside book (valued at \$200)
- Includes four VIP weekend passes and two preview gala tickets. (valued at \$290)

Sponsorship Packages

Gold~ \$1,500

- Logo/name Included in all promotional materials and advertising
 - press releases
 - print and digital event ads (local and regional such as Attraction Magazine, Tidewater Times, Shore Home and Garden, Talbot Spy, Shore Monthly, Star Democrat and more)
 - posters
 - Oxford Community Center website
 - social media ads
 - promotional banner
- Social media recognition for your company via our Facebook and Instagram
- Listed on sponsor banner at event
- Spot on a promotional table for your promotional materials (business cards, pamphlets, brochures, swag etc.) during the event
- Half page ad in program book (valued at \$300)
- Includes two VIP weekend passes and two preview gala tickets. (Valued at \$225)

Sponsorship Packages

Bronze~ \$1,000

- Logo/name Included in all promotional materials and advertising
 - press releases
 - print and digital event ads (local and regional such as Attraction Magazine, Tidewater Times, Shore Home and Garden, Talbot Spy, Shore Monthly, Star Democrat and more)
 - posters
 - Oxford Community Center website
 - social media ads
 - promotional banner
- Listed on sponsor banner at event
- Quarter page ad in program book (valued at \$200)
- Includes two VIP weekend passes and two preview gala tickets. (Valued at \$225)

Additional Support Opportunities

If you want to support Oxford Fine Arts but can't commit to sponsorship at this time, please consider an ad in our **Oxford Fine Arts Program book**.

The program book is 5.5 x 8.5, approximately 35-40 pages and is distributed to all patrons. A digital version is also displayed on our website with your ad directly linked to your company website or social media account. The link for the digital book is shared in newsletters, social media, and digital advertising.

AD SIZE	DIMENSIONS NO BLEED	COLOR	DIMENSIONS W/BLEED	RATE
Full Page Back Cover Reserved for "Presenting" Sponsor Level	4.5 X 7.5	CMYK	5.75 x 8.75	\$1500
Full Page Inside Cover Reserved for "Platinum" Sponsor Level	4.5 X 7.5	CMYK	5.75 x 8.75	\$1000
Full Page (in book)	4.5 X 7.5	B&W - greyscale	N/A	\$500
Half Page	4.5 X 3.7	B&W - greyscale	N/A	\$300
Quarter Page (horizontal)	4.5 X 1.75	B&W - greyscale	N/A	\$200
Quarter Page (vertical)	2.175 X 3.7	B&W - greyscale	N/A	\$200

Ad Deadline (PDF print ready): April 15, 2024

The logo features the number '40' in large, 3D gold block letters with 'th' in a smaller font to its right. A red ribbon banner with the word 'ANNIVERSARY' in white capital letters is positioned below the '40'. To the right of the ribbon, the word 'Oxford' is written in a red, cursive script. Below 'Oxford', the words 'fine Arts' are written in a black, cursive script, with a red horizontal line striking through the word 'Arts'. At the bottom right of the logo, the year '2024' is written in a red, cursive script. The entire logo is set against a light beige grid background that tapers to the right.

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For more information or to commit your business to sponsor Oxford Fine Arts 2024 please visit our website www.oxfordcc.org or contact Liza Ledford at the Oxford Community Center liza@oxfordcc.org

The Oxford Community Center thanks you for your sponsorship consideration!