



Museum of Art | Fort Collins Presents Art of the Garage DeTour Edition Saturday, September 19, 2020 Sponsorship Opportunities

Experience art in unexpected places, all from your vehicle.

The Museum of Art | Fort Collins is taking a DeTour from our annual Art of the Garage Event in response to the pandemic and public safety. This year's event is designed to engage local artists and neighborhoods to create temporary art installations all around Fort Collins that, if need be, can be viewed safely from your car/bicycle/motorcycle/RV. The daytime tour will commence with a drive-in movie showing of an artsy movie, food trucks, and more--all depending on the current restrictions in place due to COVID.

This hand's free event includes a new, super cool app that will guide all participants around the city and include links to sponsors and their websites and more. As a sponsor you can not only have an ad linked to your website, you could offer coupons, discounts, and even be included as a stop on the map! This in addition to all the other perks that come with sponsoring this unique art and neighborhood event that benefits the Museum of Art | Fort Collins.

For further information, or to see how the event app can help promote your business while you support ours, please contact our new Development Director, Elizabeth Martin at ddirector@moafc.org or by calling 847-269-8533.



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Experience art in unexpected places, all from your vehicle.

For our third annual tour, we're taking a slight detour — creating a safe, fun art experience sure to be uniquely Fort Collins and unforgettably 2020. The 2020 Art of the Garage DeTour 3 will embed eight art ambassadors within different Fort Collins neighborhoods to create a one-day-only drive-through art experience. On September 19, from 10 am – 4 pm, load up the family vehicle or rally your two-wheeled crew for a once-in-a-lifetime tour through our most creative neighborhoods. Then cap off the festivities with an exclusive drive-in afterparty. The DeTour is a fundraising event benefiting the Museum of Art | Fort Collins. As a benefit event for the Museum of Art | Fort Collins, proceeds from The Art of the Garage (De)Tour will be used to support the museum's mission, which is to spread the power of visual art.

Please note combination sponsorships can be created! All sponsorships due August 30, 2020

The Art of the Garage Detour Edition Title Sponsor - \$5,000

Our Title Sponsor is our most important sponsor and will have their corporate logo displayed on:

All Art of the Garage (AoG) marketing materials including but not limited to:

- Logo on event banner and opportunity to speak at D'Tour After Party
- Event posters
- Prominent Website and social media and on electronic newsletters
- Primary event invitations
- Flyers or brochures
- Event route app recognition (text only)
- Ad type promotion on social media
- On signs used for marketing, wayfinding or route marking
- Logo on Movie Screen at DeTour Party
- Sponsorship recognized on all press releases

Title Sponsor will receive six all-inclusive tickets to D'Tour and After Party

The Art of the Garage Detour Party and Music/Performance and Movie Sponsors - \$2,500

The number of Party and Movie Sponsors will be limited to three and will have their corporate logo displayed on:

All Art of the Garage (AoG) marketing materials including but not limited to:

- Logo on the event banner and opportunity to speak at D'Tour After Party
- Event posters
- Logo on website and social media and electronic newsletters
- Primary event invitations
- Flyers or brochures
- Event route app recognition (text only)
- Logo on Movie Screen at DeTour Party
- Logo on weekly eblasts from the museum

Party and Movie sponsors will receive six all-inclusive tickets to DeTour and After Party

The Art of the Garage Detour Art Installation Sponsors - \$1,000

The number of Art Installation Sponsors will be limited to one per location. Art Installation sponsors will be assisting in paying artists to partner on project as well as materials budget and will have their corporate logo displayed on:

All Art of the Garage (AoG) marketing materials including but not limited to:

- Event posters
- Website and social media
- Primary event invitations
- Flyers or brochures
- Event route app recognition (text only)
- Logo on weekly eblasts from the museum
- Sign at one of 8 Art Installations

Art Installation sponsors will receive four all-inclusive tickets to DeTour and After Party

The Art of the Garage Detour Artist Sponsors - \$500

The number of Art Installation Sponsors will be limited to one per location. Artist sponsors will be assisting in paying artists to partner on the project and will have their corporate logo displayed on:

All Art of the Garage (AoG) marketing materials including but not limited to:

- Event posters
- Website and social media
- Primary event invitations
- Flyers or brochures
- Logo on weekly eblasts from the museum
- Sign at one of 8 Art Installations

Artist Sponsors will receive two all-inclusive tickets to DeTour and After Party

Please note combination sponsorships can be created!

Thank you for your consideration. To become a sponsor please contact:

Elizabeth Martin, Development Director, Museum of Art | Fort Collins

847-269-8533 (mobile) or at ddirector@moafc.org

