



## Western Loudoun Art and Studio Tour Ad/Sponsorship Opportunities 2024

The 17<sup>th</sup> annual Western Loudoun Art and Studio Tour (WLAST) will be held June 7-9, 2024. The Tour will produce full-color booklets and brochures that are distributed to the public at Loudoun County visitor centers, local businesses, libraries, Franklin Park Arts Center, Round Hill Arts Center and other art spaces. Artists distribute the materials to their clientele during the tour and throughout the year.

<b>Be a Proud Sponsor of WLAST 2024!</b>	<b>Platinum Plus Level</b>	<b>Platinum Level</b>	<b>Gold Level</b>	<b>Silver Level</b>
	<i>Only 3 Available (See Reverse)</i>	<i>Limited Availability \$500</i>	<i>Unlimited Availability \$250</i>	<i>Unlimited Availability \$100</i>
✓ Prime “real estate” ad in booklet and logo in brochure (see reverse for pricing)	✓			
✓ Full-page four-color ad inside booklet and logo in brochure		✓		
✓ Invitation to WLAST exclusive private reception at Franklin Park Arts Center on May 10, 2024	✓	✓	✓	✓
✓ Social media recognition as a <b>Platinum or Platinum Plus Sponsor</b> with image and active link three (3) times during 60 days leading up to Tour	✓	✓		
✓ Sponsor logo, name and website link on wlast.org as <b>Platinum, Platinum Plus, or Gold Sponsor</b> until 3/2025	✓	✓	✓	
✓ WLAST graphic as “Proud Sponsor of WLAST” for use in your media presence	✓	✓	✓	✓
✓ Sign for display at your physical location (if applicable) as “Proud Sponsor of WLAST”	✓	✓	✓	
✓ Social media recognition as a <b>Gold Sponsor</b> with image and active link twice (2) times during 60 days leading up to Tour			✓	
✓ Social media recognition as a <b>Silver Sponsor</b> with image and active link once (1) times during 60 days leading up to Tour				✓
✓ Sponsor name and website link on wlast.org as <b>Silver Level Sponsor</b> until 3/2025				✓

<b>Gallery Sponsorship = \$250</b>
<ul style="list-style-type: none"> <li>✓ Gallery name, logo and website link on wlast.org</li> <li>✓ Gallery name and logo in 2024 brochure</li> <li>✓ Gallery name and logo in 2024 booklet</li> <li>✓ Social media recognition twice (2) times in 60 days before the Tour</li> <li>✓ Pin for gallery location on the printed tour map in booklet and brochure</li> </ul>

## Western Loudoun Art and Studio Tour Ad/Sponsorship Agreement

Advertiser agrees to:

1. Purchase sponsorship described below. Full payment must accompany this contract.
2. **Platinum, Platinum Plus and Gold Supporters: Submit artwork in digital format no later than March 20, 2024.**  
If artwork is not provided by this deadline only sponsor name and contact information will be included, but sponsor will remain liable for the full amount of the original sponsorship commitment.
3. Work with WLAST's web team regarding suitable website content (logo, active link) upon acceptance.

Date	Phone
Sponsor Name	
Address	
Contact Email	
Website URL:	
Contact Name and Title	
Signature	

### Sponsorship Level

<b>Platinum Plus &amp; Platinum Level Sponsorship</b>		
<input type="checkbox"/>	Benefits as outlined on the reverse; full page back cover booklet; only 1 available SOLD	\$1,000
<input type="checkbox"/>	Benefits as outlined on the reverse; full page inside front cover booklet; only 1 available	\$800
<input type="checkbox"/>	Benefits as outlined on the reverse; full page inside back cover booklet; only 1 available	\$600
<input type="checkbox"/>	Benefits as outlined on the reverse; full page inside booklet ad; limited availability	\$500
<b>Gold Level Sponsorship</b>		
<input type="checkbox"/>	Benefits as outlined on the reverse of this page.	\$250
<b>Silver Level Sponsorship</b>		
<input type="checkbox"/>	Benefits as outlined on the reverse of this page.	\$100
<b>Gallery Sponsorship</b>		
<input type="checkbox"/>	Benefits as outlined on the reverse of this page.	\$250
<i><b>Artwork not digitally ready for insertion (in compliance with mechanical specifications on page 3) will incur a \$50 or more preparation/correction charge, depending on the effort required to prepare the artwork for publication. WLAST reserves the right to reject an ad that does not meet the mechanical requirements as shown.</b></i>		
<input type="checkbox"/>	<b>Correction Charge</b> (See above)	\$50 ++
<input type="checkbox"/>	<b>Graphic Ad Design</b> – Want to run an ad, but don't have one designed? Lizard Graphics (540-822-9110) can design one at reasonable cost; priced individually.	

### Payment

Make checks payable to: Friends of Franklin Park Arts Center (FoFPAC). Mail check and this form to WLAST (Western Loudoun Art and Studio Tour), P.O. Box 653, Round Hill, VA 20142 or give to Ad Representative. DO NOT mail artwork to this address. Payment by check is preferred to ensure no charge card fees are assessed and all funds go to support WLAST. However, online payment can be made at [www.wlast.org](http://www.wlast.org)

### Artwork

Email your artwork to [pintofoal@aol.com](mailto:pintofoal@aol.com) Please note in subject line: WLAST Sponsor. File size must be under 20Mb or, if file size is too large to email or you can't email, mail artwork on CD to: Liz Hall, 39331 Rodeffer Road, Lovettsville, VA 20180.

**Artwork Deadline is March 20, 2024**

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## Western Loudoun Art And Studio Tour

Full page booklet ad mechanical/technical requirements and information

The red/pink zone is your "safety" area your text must be within this area and not touch the red line, same with images you don't want cropped

The black line is where the printer will trim/cut the page

The green line is the full size of ad and where you must go with images, borders, colors etc., if you want them to "bleed" off the page.

All ads are full color.

**Ad size: 5.75" W x 8.75" H**

**Trim size: 5.5" W x 8.5" H**

**Safety: 4.5" W x 7.5" H**

CMYK color required (not RGB). If you want a true BLACK in your ad or lettering you must use the CMYK color setting of :

C 75

M 68

Y 67

K 90

Resolution: 300 DPI to prevent pixelation.

Acceptable formats: PDF (with all fonts embedded), highest quality JPG, PNG, or TIF.

Maximum file size for email delivery: 20Mb.

Due to strict deadlines any ads not meeting these requirements will be rejected, or incur a \$50 correction fee.

Want to run an ad, but don't have one designed?  
Lizard Graphics/Liz Hall (540-822-9110)  
can design one at reasonable cost.

Email your artwork to [pintofoal@aol.com](mailto:pintofoal@aol.com) – please note in heading WLAST AD – file size must be under 20Mb

5.75" W x 8.75" H

5.5" W x 8.5" H

4.5" W x 7.5" H