

PASADENA
ARTS
COUNCIL

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*An Independent Voice
Facilitating, Empowering
and Advocating for the Arts*

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FOLIO SPONSORSHIP

The Pasadena Arts Council offers sponsorship of *FOLIO*, its bimonthly publication featuring profiles on artists and local arts companies, articles on issues and trends in the cultural sector, and reviews of books and other media with an arts focus.

This 12-page, full-color arts journal is direct-mailed to a readership of 3000 targeted households in the Pasadena area. Subscribers are arts patrons and business leaders in the Pasadena area from the private and corporate sector, as well as government representatives, trustees, educators and individuals who value a vibrant creative community.

In addition, *FOLIO* is available and prominently displayed at better retail locations such as Vroman's Bookstore, Laemmle Theatre, galleries and arts outlets, and at arts organizations around the city.

All current and back issues of *FOLIO* are available to read or download on the organization's website, pasadenaartscouncil.org

Sponsorship guarantees a full page of the sponsor's text and artwork. Only one sponsorship page per issue is offered; no other advertising appears in the issue.

SPONSORSHIP RATE

Inside back cover, full color: 2500.00
Page size: 8 ½" x 11" – Artwork: 7 ½" x 10"

Artwork may be provided by sponsor, or page will be designed by Pasadena Arts Council graphic designer at no extra charge.

In addition to the full page in *FOLIO*, included with the sponsorship are:

- Four tickets to the Gold Crown Awards, at which the Arts Council honors individuals and organizations for exceptional achievement in their fields, and for significant contributions to the visual, literary and performing arts. The Awards are usually held in the early part of June and are attended by prominent community members. Also awarded on this occasion are our Young Artist Awards.
- Recognition in the Gold Crown Awards program of sponsor's commitment to the community.
- Sponsor's logo and link on the Pasadena Arts Council website for 12 months.
- Ongoing recognition of sponsor's support in *FOLIO* for 12 months.

For more information on *FOLIO* sponsorship, please contact Terry LeMoncheck at 626-793-8171.