



Your support of this community event will help North Florida Land Trust and the The Cultural Center at Ponte Vedra Beach expand their outreach efforts within the North Florida area. Our partnerships with other, like-minded organizations have allowed these organizations to reach thousands of young people in the area. With your help, we can do even more for the community.

YES! I would like to support **Painting The Region<sup>SM</sup>: A Plein Air Paint-Out** as a sponsor at the following level:

- |  |   |
|--|---|
| <input type="checkbox"/> \$10,000 - Presenting Sponsor | <input type="checkbox"/> \$1,000 - Patron Sponsor |
| <input type="checkbox"/> \$5,000 - Principal Sponsor   | <input type="checkbox"/> \$500 - Benefactor       |
| <input type="checkbox"/> \$2,500 - Executive Sponsor   | <input type="checkbox"/> \$250 - Supporter        |

Please complete the following and return to Painting The Region<sup>SM</sup>, c/o North Florida Land Trust. Enclosed you will find ad specs and information for submitting your sponsor ad and logo. Thank you for your support! Please complete the following and return to Painting The Region<sup>SM</sup>.

- Check enclosed  Visa  MC  Amex

Name/Contact: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_ City \_\_\_\_\_  
 State \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Credit Card No. \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 Signature \_\_\_\_\_

Return form by faxing to: 904-285-7020 or mail to:  
 Painting The Region<sup>SM</sup>,  
 c/o North Florida Land Trust  
 P.O. Box 51181, Jacksonville, FL 32240-1181  
 Questions or Comments? Call us at 904-285-7020  
 or contact us at [info@paintingtheregion.com](mailto:info@paintingtheregion.com)

NORTH FLORIDA LAND TRUST is a 501(c)(3) corporation and contributions are tax deductible to the extent of the law.

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-432-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE, NFLT REG. # CH11177



# COLOR THE Coast

OCTOBER 3-8, 2011  
 PONTE VEDRA BEACH

**ARTISTS PAINTING ALL WEEK 10 am - 4 pm**  
 Cover artist - Robert Simone

OCTOBER 3-8, 2011 • PONTE VEDRA BEACH



TO BENEFIT:



#### WHO IS THE NORTH FLORIDA LAND TRUST?

For nearly 12 years, North Florida Land Trust has been the local steward of conservation lands, preserving natural areas and special places in North Florida ([northfloridalandtrust.org](http://northfloridalandtrust.org)).

#### WHAT IS PAINTING THE REGION<sup>SM</sup>?

A plein air (in the fresh air) cultural arts event, Painting the Region<sup>SM</sup> offers artists and art patrons a unique series of art experiences outdoors. From Vilano to Mayport, over 40 artists will capture the natural beauty of our coastlines, marshes and shores on canvas! Events throughout the week will include art demonstrations, professional workshops, educational and historic tours, and art sales at The Cultural Center at Ponte Vedra Beach. The weekend offers the above, plus live music, food, and exhibits. Evening receptions give opportunities to interact with artists and showcase completed works, and the finale is an evening gala on October 8.

NFLT receives a 30% commission split for artwork sold at the event, to be used for land acquisition. Co-sponsor The Cultural Center at Ponte Vedra Beach will receive a 10% commission.

#### WHEN AND WHERE IS PAINTING THE REGION<sup>SM</sup>?

The week-long event, October 3-8, based at the NFLT gallery located within The Cultural Center at Ponte Vedra Beach, will showcase the natural and historic areas of our Coastlines, Marshes and Shores. Artists choose where they paint and can be found throughout the area via the internet and Google Maps, talking with one of our Ponte Vedra Ambassadors, or by calling 904-285-7020.

#### BENEFITS TO SPONSORS OF PAINTING THE REGION<sup>SM</sup>:

Target market is a broad base of young professionals, families and conservationists between 30-70 years of age. Painting The Region<sup>SM</sup> will be promoted through the Land Trust's public relations efforts utilizing a dedicated advertising campaign. Your business will receive promotional mention on collateral materials based on level of support, our website and in our Spectator Guidebook to be provided to all attendees during the week. You will be associated with a series of fun family events that promote land conservation and cultural arts in the Ponte Vedra Beach area.



## SPONSOR LEVELS AND BENEFITS

### SUPPORTER - \$250

- Sponsor acknowledgement in Spectator Guidebook
- Sponsor recognition on Painting the Region website
- Corporate logo on Sponsor Board prominently displayed at event
- Two tickets to Opening Reception and Closing Gala/Art Exhibition

### GENERAL SPONSOR - \$500 (4-8) [Benefits of previous level, plus]:

- Eighth page, four-color ad/premium location in Spectator Guidebook
- Corporate logo on four-color posters to be distributed regionally
- Two official Painting the Region t-shirts
- Ability to provide premiums for inclusion in gift bags for Closing Gala

### PATRON SPONSOR - \$1000 (4-8) [Benefits of previous level, plus]:

- Quarter (instead of eighth) page, four-color ad/premium location in Spectator Guidebook
- Corporate logo displayed on all advertisements, collateral and Painting the Region website

### BENEFACTOR SPONSOR - \$2500 (4-8) [Benefits of previous level, plus]:

- Half (instead of quarter) page, four-color ad/premium location in Spectator Guidebook
- Four official Painting the Region t-shirts
- Four tickets to the Opening Reception and Closing Gala/Art Exhibition

### CO-SPONSOR - \$5,000 (2) [Benefits of previous level, plus]:

- Full (instead of half) page, four-color ad/premium location in Spectator Guidebook
- Mention in all news releases, including pre- and post-event coverage
- Six official Painting the Region t-shirts
- Six tickets to the Opening Reception and Closing Gala/Art Exhibition

### PRESENTING SPONSOR - \$10,000 (1) [Benefits of previous level, plus]:

As [Presenting Sponsor], you receive exclusive event recognition with benefits of previous levels, plus: Exclusive to Presenting Sponsor Corporate logo on signs identifying locations of Painting the Region artists

- Full page, four-color ad/back cover of Spectator Guidebook
- Presenting Sponsor recognition on Spectator Guidebook cover
- Corporate logo as presenting sponsor on four-color posters, flyers and postcards to be distributed regionally
- Corporate logo displayed on all media advertisements and Painting the Region website
- Corporate logo as presenting sponsor on Sponsor Board prominently displayed at event
- Ten official Painting the Region t-shirts
- Presenting sponsor acknowledgement in all news releases distributed to media, including pre- and post-event coverage
- A handsome plaque recognizing your company as Presenting Sponsor
- Your banner with Company logo displayed at breakfast each day
- Ability to provide premiums for entire event