

*WOMEN & THEIR WORK*  
*ART SPREE AND RECEPTION: OCTOBER 6, 2022*  
*EXHIBITION: OCTOBER 6-15, 2022*

**Sponsorship**

**RED DOT**

**22**



*womenandtheirwork.org*

*512-477-1064*

*info@womenandtheirwork.org*

*1311 E Cesar Chavez, Austin, TX 78702*

# RED DOT ART SPREE

THURSDAY, OCTOBER 6, 2022 | 7-9PM

VIP PRE-SPREE | 6 PM

Mark your calendars for the Red Dot Art Spree, a highly anticipated celebration of art and community at the Women & Their Work Gallery. The art spree will feature over 150 artworks by some of the best contemporary artists in Texas at remarkable prices. This electric evening would not be complete without delicious appetizers, cocktails, music, and a red VW bus photo booth! Red Dot is the perfect occasion for art enthusiasts, advocates, collectors, and influencers to come together to admire and acquire new art.



NAOMI SCHLINKE



DENISE PRINCE



APRIL GARCIA



ALEJANDRA ALMUELLE



MEG AUBREY



MARIAN HAIGH



KRISTY BATTANI



ADRIANE MCCRAY



CINDY ELIZABETH



ERIKA ALONSO



HECTOR HERNANDEZ



ALEXIS HUNTER





# *WOMEN & THEIR WORK*

Since 1978, Women & Their Work has been a cornerstone of the Austin arts community and has played an important role in the growth of the visual and performing arts in Texas. We have actively developed the careers of more than 1,900 women artists by presenting hundreds of visual art exhibitions, music, dance and theater events, and film festivals with the goal of ensuring that diverse women artists are equitably represented in all forms of art.



Red Dot Art Spree supports our extensive art education program. It Takes Art To Spell SmART provides students and teachers with gallery tours, workshops, artist talks, and creative activities that allow children to expand their way of thinking about the world. This program has introduced thousands of school children to the joy and wonder of contemporary art, many of whom have had little access to art and art making.

By sponsoring this event, you will be providing a child with a potentially life-changing artistic experience.



# DIGITAL ENGAGEMENT



## INSTAGRAM

- 10.6K FOLLOWERS
- 25.1K ACCOUNTS REACHED AND 575 FOLLOWERS GAINED IN THE LAST 90 DAYS (MAY 2022)
- 38.2% OF AUDIENCE LOCATED IN AUSTIN



## FACEBOOK

- 9.3K FOLLOWERS
- 8K PAGE LIKES
- 42% OF AUDIENCE LOCATED IN AUSTIN



## TWITTER

- 2.3K FOLLOWERS



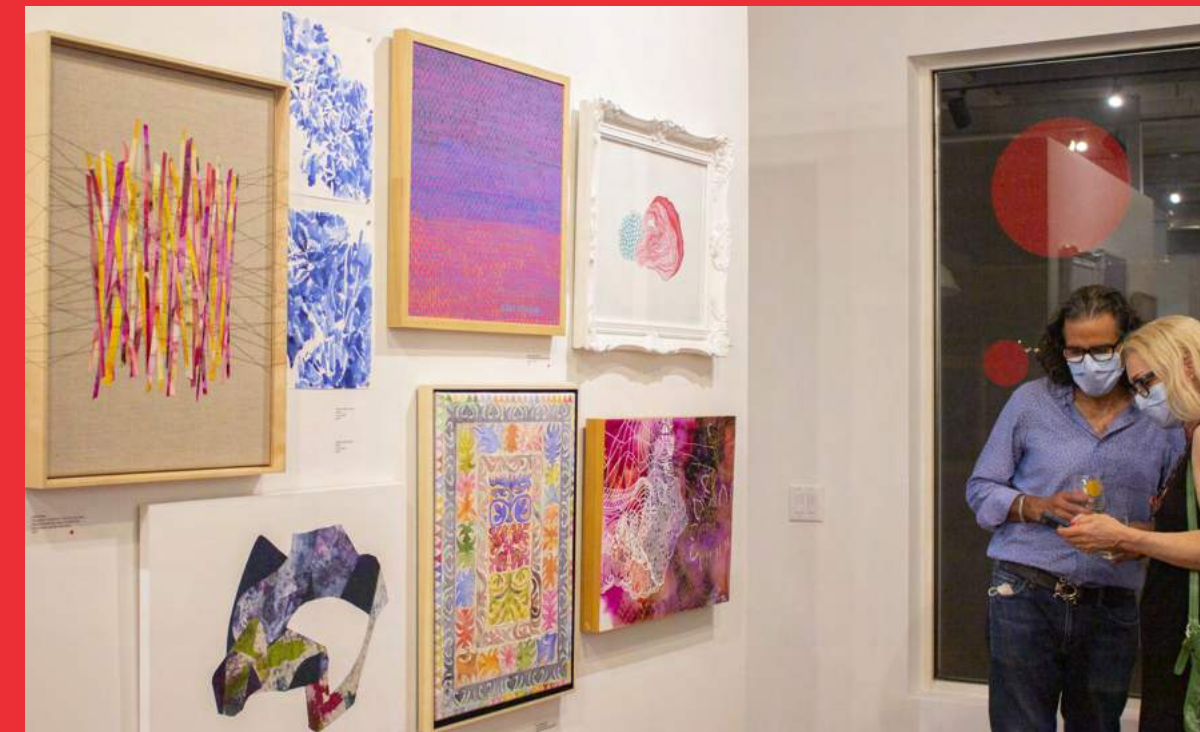
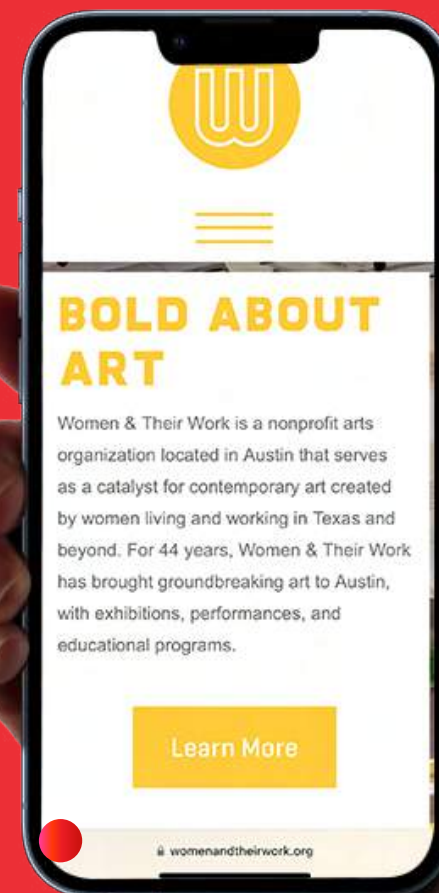
## WEBSITE

- 90K PAGE VIEWS ANNUALLY
- 50,000 SESSIONS ANNUALLY
- 75% NEW USERS SINCE OPENING OUR NEW LOCATION IN JULY 2021



## EMAIL

- 5,100 SUBSCRIBERS
- 31% OPEN RATE
- BI-WEEKLY EBLASTS



We have an active digital audience of artists & art lovers across several platforms. Our sponsor benefits include opportunities to engage with our audience through social media posts, eblasts, sponsored programming, & more.

# SPONSORSHIP LEVELS



## AFICIONADO: \$7,500

### TICKETS:

- 10 VIP tickets to Red Dot Art Spree

### RECOGNITION:

- Content Sponsor recognition for Fresh from the Studio artists' talk series (12 annually)
  - Your name or company name and logo included on program videos and marketing content for Fresh from the Studio series
    - For example: Fresh from the Studio brought to you by your name here
- Branded event promotional video post with your name or company name and logo in the caption
- Your name or company name and logo with link on the Women & Their Work website for one year
- Your name or company name and logo included in all event-related press releases and invitations
- Logo on event site platform
- Branding / name at photo booth area

### SOCIAL MEDIA CONTENT:

- One dedicated Facebook post & one dedicated Instagram post
- Inclusion in two group Facebook & Instagram posts (one pre-event & one post-event)

## ENTHUSIAST: \$5,000

### TICKETS:

- 8 VIP tickets to the Red Dot Art Spree

### RECOGNITION:

- Branded event promotional video post with your name or company name and logo in the caption
- Your name or company name and logo with link on the Women & Their Work website for one year
- Your name or company name and logo included in all event-related press releases and invitations
- Logo on event site platform

### SOCIAL MEDIA CONTENT:

- One dedicated Facebook post & one dedicated Instagram post
- Inclusion in two group Facebook & Instagram posts (one pre-event & one post-event)

# SPONSORSHIP LEVELS



## MAVEN: \$2,500

### TICKETS:

- 6 VIP tickets to the Red Dot Art Spree

### RECOGNITION:

- Your name or company name and logo with link on the Women & Their Work website for one year
- Your name or company name and logo included in all event-related press releases and invitations
- Logo on event site platform

### SOCIAL MEDIA CONTENT:

- Inclusion in two group Facebook & Instagram posts (one pre-event & one post-event)

## ADMIRER: \$1,250

### TICKETS:

- 4 VIP tickets to the Red Dot Art Spree

### RECOGNITION:

- Your name or company name and logo with link on the Women & Their Work website for one year
- Your name or company name and logo included in all event-related press releases and invitations

### SOCIAL MEDIA CONTENT:

- Shared social posts with other sponsors on Facebook and Instagram before and after the event
- Mention in social media posts including tagging sponsor on IG/FB handle with logo displayed in post

## ADVOCATE: \$500

### TICKETS:

- 2 VIP tickets to the Red Dot Art Spree

### RECOGNITION:

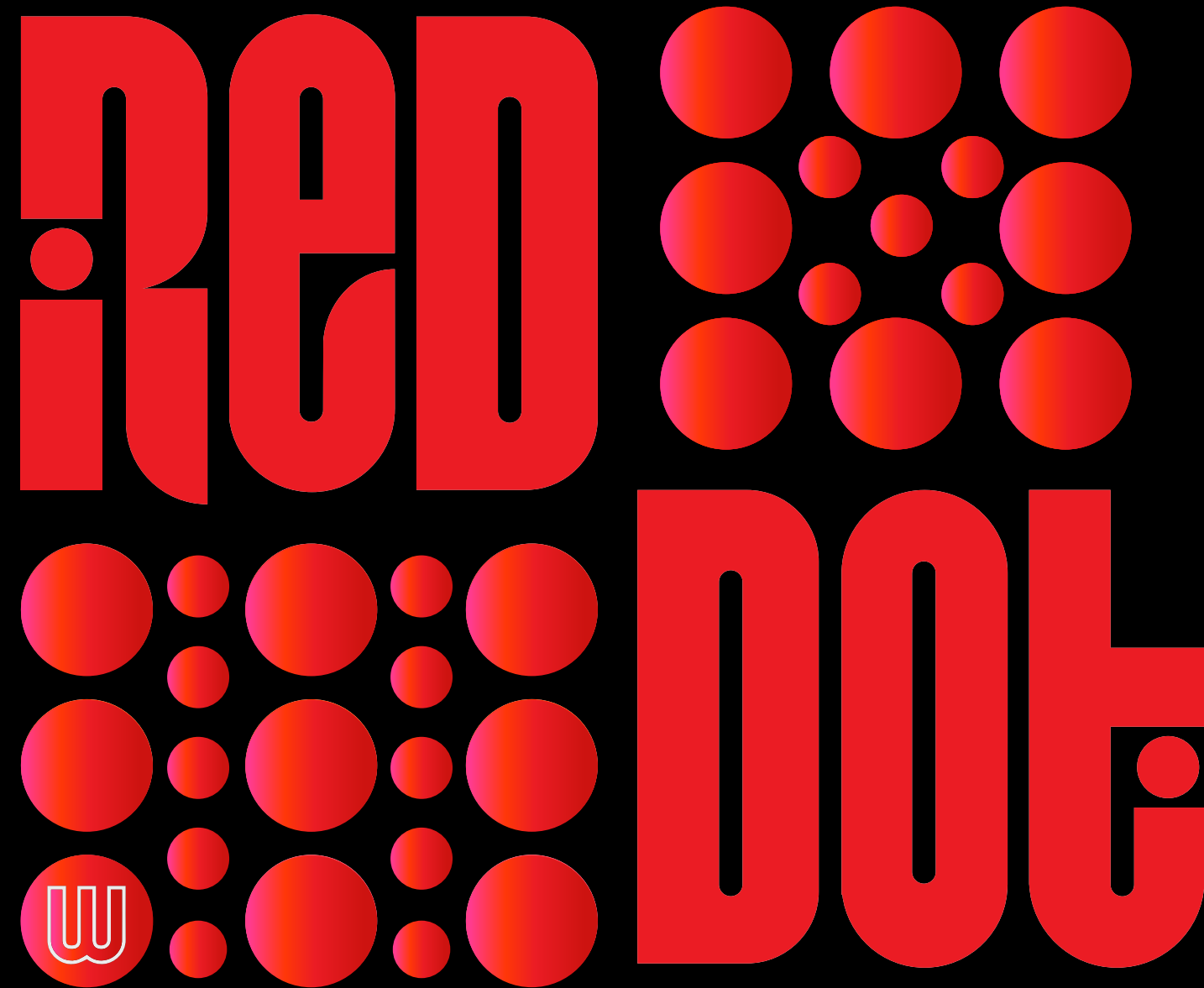
- Your name or company name and logo with link on the Women & Their Work website for one year
- Your name or company name and logo included in all invitations





W





BECOME A SPONSOR TODAY ↓

BECOME A SPONSOR TODAY ↓

BECOME A SPONSOR TODAY ↓

visit [RedDot22.givesmart.com](https://RedDot22.givesmart.com)