



2007 STUDIO DISCOVERY TOUR
SPONSOR'S AND ADVERTISER'S KIT

Gualala Arts and the North Coast Artists Guild invite you to join and support this growing and successful community event by letting us help you publicize and gain increased exposure for your business. Gualala Arts mission is to promote public interest and participation in the arts. Gualala Arts has been a 501(c)3 non-profit corporation since 1965.

The STUDIO DISCOVERY TOUR is an event which “gives back” to its advertisers, sponsors and supporters by bringing increasing numbers of visitors and guests to our coastal community that encompasses Sonoma and Mendocino counties. In the past five years, our total studio visitations have grown from under 4,000 to nearly 10,000. We estimate that this event now gets more than 2,000 people “out and about” on the first two weekends in September.

These residents and visitors spend their money not only on art; but also, on lodging, meals, and other diverse offerings of our coastal merchants.

The advertiser's and sponsor's access to this group is through the beautiful four-color tour catalog, which many tour visitors keep and refer to throughout the year.

The catalog is mailed to over 5,500 previous customers, interior decorators, and art galleries in Northern California. Over 16,000 additional copies of the catalog are distributed to potential visitors at wineries, restaurants, shops, lodging establishments, and tourist information stops throughout Mendocino, Sonoma, Marin, San Francisco, East Bay, Sacramento, and other locales.

The Gualala Arts Center, and The Dolphin Visitor's Center and Gift Shop hands these catalogs out year-round to tourists, as supplies last. Lastly, the catalog can also be downloaded, in its entirety, from the Studio Discovery Tour website (www.studio-tours.com).

There is no other local full-color print advertising option with such wide distribution and high production values, and such a proven ability to attract “paying customers”.

We invite you to examine the enclosed schedule of advertising/sponsorship levels. If you would like to review last year's catalog, you can download a PDF version at www.studio-tours.com. We look forward to partnering with you in this mutually beneficial event.

GUALALA ARTS

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