



www.artistsofnewmexico.com

Artists of New Mexico, LLC (AoNM) Arts and Crafts Tent during the 2009 Albuquerque International Balloon Fiesta will feature lots of excellent on-site promotion opportunities. The property features a pleasant environment attracting an elite customer base searching for unique, quality products. Your business will benefit greatly by your association with a high quality, engaged community and family based arts program such as Artists of New Mexico. Independent studies have consistently shown that companies who sponsor local arts programs are more likely to be supported and trusted by the community at large. There are many customized opportunities available to make your investment effective for you. Call us to discuss opportunities today.



Sponsorship Packages

General Sponsor Investment Package: A General Sponsorship investment will include 2 event passes to the 2009 Albuquerque International Balloon Fiesta, Website links and banner inclusion. Logos will also be included on all distributed printed material.

Investment value: \$5,000



VIP Sponsor Package: A VIP Sponsorship investment will include a 1 day balloon ride for 4 (depending on weather), plus 4 event passes to the 2009 Albuquerque International Balloon Fiesta. TV commercial advertising loops will be available for broadcast during events. Artists of New Mexico will include special recognition of your investment throughout the structure and display your company logo in all advertising campaigns, live news feeds, and logos and links will be placed within the sponsor section of the Artists of New Mexico website.

Space is available for representatives to distribute literature, promotions and merchandise to advertise your company, generate leads and to build brand loyalty.

Investment value: \$20,000

Sculpture Garden Sponsorship - This is an exciting feature and one of our favorites. Artists of New Mexico has dedicated a portion of the tent to a garden oasis with sculptural features designed by local artists. These include the whimsical architectural metal sculptures by Ed Haddaway, glass mosaic art, stone water fountains by Santiago, and large 8' hand painted pots by Bennie Duran. This area is an open park like atmosphere meant for relaxing and taking in the sights.

VIP Sponsorship investment - \$20,000

General Sponsorship investment - \$5,000

Sponsor a Sculpture - \$500 each (6 available)

Children's Artist Experience – Volunteers needed. Artists of New Mexico, LLC has partnered with Dr. Jonathan Wolfe founder of the Fractal Foundation of Albuquerque to give children the opportunity to create and display their own mathematical masterpieces. SMArt lessons in science math and art will be given teaching children the importance of fractals in everyday life. A lesson includes designing a Sierpinski Triangle and using the computer to generate a basic fractal model the



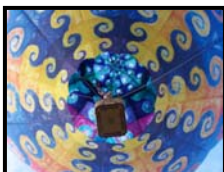
basis of CGI Animations used in creating special effects. Dr. Wolfe will also be piloting his own hot air balloons including his original hand tie dyed Gloria Caeli.

VIP Sponsorship investment - \$20,000

General Sponsorship investment - \$5,000

Volunteers needed call Jonathan Wolfe at (505) 489-3393

Art Supply donations welcomed (paper, pencils, pens, paint etc.)



Individual Artist Sponsorships are available in any amount from \$100 to \$1500. Our confirmed artists are listed online. Artists will donate an item to you and proudly feature your company logo in their booth space.



Artists of New Mexico, LLC
 6256 Apache Plume Rd. NE, Rio Rancho, NM 87144
 Amalie Dorn, Owner
 Bronwen Martin, Marketing Director
 505-259-9964 or 1-866-790-8950 fax (505)891-5444
 www.artistsofnm.com

Sponsorship Application

Artists of New Mexico, LLC and our artist partners are very grateful for your support and welcome your participation in our venture.

I am interested in sponsoring the: _____

As a VIP Sponsor: \$ _____ or as a General Sponsor: \$ _____

I'd like to sponsor an Artist for \$ _____

Artists Name: _____

I'd like to support the Children's Corner for \$ _____

I have art supplies and I'd like to donate to the Children's Corner _____

I have food and supplies I'd like to donate to the Vendor Suite _____

I'd like to support Artists of New Mexico for \$ _____ I'd like to volunteer: _____

Company Name: _____

Contact Name: _____

E-mail: _____ Website: _____

Phone #: _____ Fax #: _____

Address: _____

Please provide your company name, website and a logo (jpg) for promotional advertising. A receipt will be furnished acknowledging your generous sponsorship for tax purposes.

Artists of New Mexico, LLC (AoNM, LLC) and their artist partners will not be held liable for losses of revenue, property damage, or personal injuries to employees or volunteers he/she may sustain during the event. Artists of New Mexico, LLC reserves the right to cancel the show due to acts of God, weather, or any other unforeseen events out of the promoter's (AoNM, LLC) control. AoNM, LLC will not be held liable for refunds or other liabilities. AoNM, LLC will provide appropriate and attractive advertising, web links, signage and all promotional opportunities you, as the sponsor have agreed upon.

Name: _____ Title: _____

Signature: _____ Date: _____

ARTISTS of New Mexico

Artists of New Mexico, LLC
6256 Apache Plume Rd. NE, Rio Rancho, NM 87144
Amalie Dorn, Owner: Bronwen Martin, Marketing Director
505-259-9964 or 1-866-790-8950 fax (505)891-5444 www.artistsofnm.com

Artists of New Mexico 2009 Albuquerque International Balloon Fiesta Arts and Crafts Event At a Glance Fact Sheet

- Who?** Artists of New Mexico was founded out of a need for local arts representation during the largest event in North America. Originally the group consisted of 18 professional New Mexican artists who opened a "Gallery on the Grounds" during the 2008 Fiesta. The group now consists of 60+ members and will continue to grow.
- Where?** 2009 Albuquerque International Balloon Fiesta Arts and Crafts Event
- When?** October 3-12, 2009 all 9 days
- Why?** The Albuquerque International Balloon Fiesta is the largest event in North America held each year in October and consistently attracting over 750,000 people from all over the nation and the world. Artists of New Mexico are showcasing New Mexico's diverse arts culture to the world providing an unprecedented marketing opportunity for local artists.
- Highlights:**
- Partnership with the Fractal Foundation inspiring children to think differently about math concepts using SMArt (science, math and art) projects. The Fractal Foundation is currently working with NM Public Schools and the Museum of Natural History as well as the City of Albuquerque.
 - Partnership with Casa Esperanza, New Mexico's House of Hope. Casa works closely with UNMH providing a comfortable living environment for families coping with serious long term illnesses. Casa Esperanza will be the beneficiary of our on-site art raffle sales.
 - KOAT 7 featured local artists from the Made In New Mexico segments
 - Attractive and intimate setting allowing for better visibility of your brand
- Value-Added:**
- Sponsor visibility in guaranteed print, radio, Web Site, Internet, TV News and multiple onsite promotional opportunities.
 - VIP Packages including a balloon ride for 4, VIP passes for 4 and general passes for 4.
- Investment:**
- VIP sponsorships \$20,000
 - General sponsorships of \$5,000
 - Individual Artist sponsorships of any denomination

