



SUNDAY, JUNE 5th
11am - 5pm

Presented by
The Pierro Gallery &
1978 Maplewood Arts Center

Celebrate The Arts! Be a sponsor.

Dear Friend of the Arts,

The townships of South Orange and Maplewood are home to a vibrant group of artists who live, work and play all within a short distance of New York City, the capital of the art world. Our talented residents represent the cutting edge of urban/suburban regional art. Their work draws hundreds of visitors and customers from the tristate area all looking to buy art, enjoy the day and discover our charming community.

The annual South Orange Maplewood Artists Studio Tour, held on the 1st Sunday in June, is one of the most vital and important arts events in the region. This highly anticipated event, now in its **13th** year features well over 70 artists, in studios, galleries and group exhibitions throughout the two towns.

Thanks to supporters like you, the tour is **free** and open to all. 100% of your contribution will go towards celebrating the rich cultural life of our communities.

Be a part of the excitement! It's easy to come on board. **Just call Sandy Martiny at 973-378-7754 or send an email to info@studiotoursoma.org.**

You have until **April 11** to reserve your spot on the publicity. That's right around the corner so do it now!

See the following page for your choice of four levels of support with recognition and exposure that suits you.

Thank you,
SOMA Artists Studio Tour Committee

www.studiotoursoma.org • info@studiotoursoma.org • 973 378-7754 ext.2223



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Sponsorship Levels. Your choice.

GOLD | \$1,000

- Name and logo on emails to more than 30,000 unique viewers
- Name and logo on printed materials targeting key area residents
- A year-long presence on the Studio Tour website linked to your own site
- Recognition in all press releases
- Name and logo on banners spanning major thoroughfares

SILVER SPONSOR | \$500

- Name and logo on emails to more than 30,000 unique viewers
- Name and logo on printed materials targeting key area residents
- A year-long presence on the Studio Tour website linked to your own site
- Recognition in all press releases

BRONZE SPONSOR | \$250

- Name on emails to more than 30,000 unique viewers
- Name on printed materials targeting key area residents
- A year-long presence on the Studio Tour website
- Recognition in all press releases

CONTRIBUTORS | \$100

- A year-long presence on the Studio Tour website
- Recognition in all press releases

FRIEND | Any donation amount accepted

- Our thanks for your support!

Gold and Silver sponsors please send your high resolution logo to info@studiotoursoma.com.

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Some of our past sponsors.

- JESPY HOUSE
- WHOLE FOODS
- EEA INDUSTRIES
- VICTORIA CARTER REALTOR
- NATALIE FARRRELL, WEICHERT REALTORS
- EVENTAGE
- THIRD & VALLEY
- GERALYNS ART STUDIO
- ML FRAMING
- SUKI & HEATHER
- THE ABLE BAKER
- THE TENTH MUSE GALLERY
- SOPAC
- SOUTH ORANGE FRAME SHOP
- WALSH GALLERY AT SETON HALL
- EMILY & DANIEL ZACHARIAS
- THE FRAMING MILL
- WELLSPRING HEALTH COLLECTIVE
- SOUTH ORANGE PHARMACY
- SOMATV
- HSB STONE CORP
- SO VILLAGE ALLIANCE

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Who patronizes The Arts in New Jersey?

▶ SMART PEOPLE

New Jersey arts audiences are highly educated, with almost three quarters holding a college or advanced degree. The New Jersey arts audience is both better educated and wealthier than most, is more feminine than not, and is a little older than the general population.

▶ LOCAL PEOPLE

New Jersey residents make up 85% of the arts audience in our region. The remaining 15% come from neighboring states, with less than one half of one percent coming from other countries.

Most of the arts audience in New Jersey lives in the area of the cultural venue where they were surveyed or they were visiting the area just long enough to go to a cultural venue. 8% said they were spending the day in the area, and 10% said that they were visiting for more than one day. Of this last group, the average stay was 4 days.

▶ SOCIAL PEOPLE

Families love the arts. A majority of survey respondents attended arts events with family members and almost 10% bring along a mix of family and friends.

Of those who attend art events without their families, 28% come with friends, and 4% make new friends on a tour or in an organizational group.

▶ WHY NEW JERSEY ARTISTS?

New Jersey is among the top fifteen states in absolute numbers of artists in every occupation, and among the top fifteen states by number of artists per 10,000 people.

Artists in New Jersey are visual artists as well as architects, designers, actors, entertainers and performers, producers and directors, and musicians and singers.

Artists are very highly educated. Among New Jersey's artist population 98% completed high school and 81% of artists have a bachelor's degree or higher.

Source: Art Pride New Jersey 2013

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Join us!

Please call Sandy Martiny at 973-378-7754 x 2223, send an email to info@studiotoursoma.org, or fill out and mail the attached form to become a 2016 SOMA Tour Sponsor today.



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Thank you!

1. Choose your sponsor level
2. Fill in your information
3. Make check payable to *1978 Maplewood Arts Center*
4. Mail to: **1978 Maplewood Arts Center**
1978 Springfield Ave.
Maplewood, NJ 07040
attn: Studio Tour
5. Gold and Silver sponsors please send your high resolution (.eps preferred) logo to info@studiotoursoma.com for the website and printed matter.

_____ Name
_____ Company/Business
_____ Address
_____ _____ Email
_____ Phone

Check one:

- GOLD | \$1,000**
- SILVER | \$500**
- BRONZE | \$250**
- CONTRIBUTOR | \$100**
- FRIEND | \$ _____**

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