

NW CT Arts Council's 2017 Open Your Eyes Studio Tour – Sharon, Lakeville/Salisbury,CT

The Annual Open Your Eyes Studio Tour highlights the artists of NW Connecticut towns (selected on rotation). Now in our 8th year, the 2017 tour will involve some 30+ artists in Sharon, Lakeville and Salisbury, CT who will open their creative spaces and share their processes with the public. This is the first year we are returning to towns in the region.

The aim of the event is to shine a light on the many and varied artists who live and work in our region and to give the audience a greater understanding and appreciation for the arts and the creative process. The tour stimulates the local economy, and encourages visitation and exploration of this culturally rich, part of the state.



- Past Open Your Eyes tours have attracted roughly almost 1,000 visitors annually from throughout Connecticut and 14 other states.
- We have fans! In 2016, 50% of Tourists had been on an Open Your Eyes Tour previously.
- Tourists spend money at local businesses along the tour route, including lodging.
- Tourists purchase artwork from artists on the tour.
- 100% of tourists surveyed said they would go on another Open Your Eyes Studio Tour!
- Sponsors at all levels support the promotion of our region's artists, help to increase visitation to our region from in- and out-of-state, and helps increase awareness and appreciation for the creative industries.

Sponsorship Packages

		<i>Champion \$4,000+</i>	<i>Devotee \$2,500+</i>	<i>Enthusiast \$1,500+</i>	<i>Fan \$750+</i>	<i>Supporter \$500-\$750</i>
Sponsor Benefits	Value					
Logo on custom Open Your Eyes tote bags.	\$1,500	X				
Premium position/Size Logo in all print advertising.	\$1,750	X	X			
Logo in all print advertising.	\$1,000	X	X	X		
Credit and/or logo event print materials (brochure/map, poster, postcard).	\$800	X	X	X	X	
Credit in press releases.	\$800	X	X	X	X	X
Logo or credit on main Studio Tour webpage with website link	\$150	X (Logo)	X (Logo)	X (Logo)	X (credit)	X (credit)
Logo or credit in all eblasts regarding the event.	\$500	X (Logo)	X (Logo)	X (Logo)	X (credit)	X (credit)
Credited on FaceBook page.	\$300	X	X	X	X	X
Thank you credit/logo given at each studio sign-in station during the tour.	\$300	X (Logo)	X (Logo)	X (Logo)	X (credit)	X (credit)
Tickets to opening tour Preview Party.	Varying	X	X	X	X	X
Open Your Eyes Totebag. (Quantities vary depending on sponsor level)	Varying	X	X	X	X	X
Total Value of Sponsor Benefits:		\$6,100	\$4,600	\$3,850	\$2,850	\$2,050

Supporters who give amounts under \$500 will receive limited credit on some materials.