



Oil Painters of America
2018
Sponsorship
Kit



National Exhibition & Convention • Steamboat Springs, Colorado

Convention & Wet Paint Competition: May 29 - June 3 • Exhibition: June 1 - September 3



2018 Sponsorship & Media Kit

National Exhibition • Western Regional Exhibition • Eastern Regional Exhibition • Salon Show

Index

Page 2 – Index & Timeline

Page 3 – OPA Overview

Page 4 – Introduction Letter from OPA

Page 5 – Sponsorship Levels & Benefits

Page 6 – Additional Promotional Opportunities

Page 7-9 – Convention Exhibitor Information


Page 10 – Catalog Ad Information


Page 11 – Sponsorship Commitment Form





2017 National Gold Medal Award "The Little Sister" by Jeanya Charles


Connect with OPA


 facebook.com/oilpaintersofamerica

 linkedin.com/company/oil-painters-of-america

 twitter.com/OilPaintAmerica

 google.com/+Oilpaintersofamerica

 instagram.com/oilpaintersofamerica

 pinterest.com/oilpaintamerica



2017 Master Signature Gold Medal "Platan Smoke" by Jan Peng Wang OPAM

Dates to Remember

- **February 28, 2018** – All forms & payments due to Liz
- **March 15, 2018**– Awards & Catalog Ads due to Liz
- **April 27, 2018** – Hotel room block expires
- **April 30, 2018** – Raffle donations due
- **May 22 - 30, 2018** – Exhibitor Supplies due at hotel
- **May 25, 2018** – Convention Bag donations due at hotel
- **May 29 – June 3, 2018** – Opening Weekend

Questions regarding Sponsorship or Advertising with OPA in 2018 can be directed to Liz Pusch at LPusch@oilpaintersofamerica.com



Oil Painters of America is the leading art organization in North America with over 3,500 professional artists as members. For 27 years, OPA has been dedicated to preserving and promoting excellence in representational art. Its primary focus is to draw attention to the lasting value of fine drawing, color, composition and the appreciation of light.



2017 Members' Choice "Symphony of the Wetlands" by Doreen St. John

OPA believes that its members have made great strides in giving renaissance and rebirth to this great form of artistic expression.

Don't miss out on this opportunity to promote your company and share your products with the OPA members. OPA offers its National Exhibition Sponsors the opportunity to connect with its members year-round.

The OPA mission is to advance the cause of traditional, representational fine art by providing a forum in which artists can display their art in regional and national competitions. In addition, the organization is committed to providing education opportunities to its members through weekly blog articles, quarterly newsletters, critique programs, scholarships, workshops, seminars and demonstrations by today's masters.



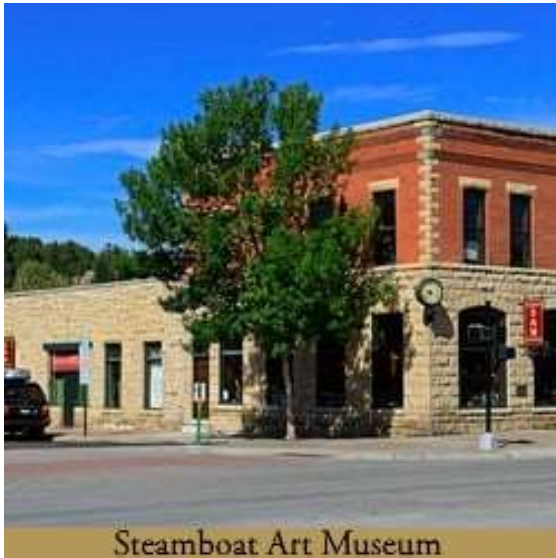
2017 Dorothy Driehaus Fellowship Award "Book Club" by Adam Clague OPA

Questions regarding Sponsorship or Advertising with OPA in 2018 can be directed to Liz Pusch at LPusch@oilpaintersofamerica.com



2018 Sponsorship & Media Kit

National Exhibition • Western Regional Exhibition • Eastern Regional Exhibition • Salon Show



Steamboat Art Museum

Celebrate OPA's 27th Year by sharing your business with OPA members year-round as a 2018 sponsor.

In addition to our National Exhibition & Convention, OPA will also have two regional exhibitions and a salon show during 2018. Instead of having donations only for the National Exhibition, we would like to spread donations throughout 2018 to cover all OPA shows. All benefits would still apply whether the donation is used at the National, Regional or Salon shows.

This year we're excited about the changes we've made. OPA's National Exhibition will be held at the Steamboat Art Museum in Steamboat Springs, CO. Instead of just one month, the exhibition will run from June 1 – September 3, 2018. The convention events during the opening weekend will be extended to give the artists an extra day to paint during the wet paint competition. Events will begin on Tuesday, May 29 and go through Sunday, June 3. The convention will include vendor tables, a group demonstration, individual demos and speakers. This year, we've added two working lunch sessions that will allow the artists more time to visit the exhibitors. We're also asking the exhibitors to invite an OPA artist of their choice to do a 2-hour demo during the lunch session on Friday, June 1.

Our 2018 Juror of Awards will be the phenomenal Craig Tennant OPAM and this year's Distinguished Artist is accomplished outdoor artist Skip Whitcomb. Another change this year, we're adding cash awards to the wet paint competition making the awards for the competition valued at \$10,000. The Gold Medal Award for the National in the Associate & Signature division will be \$25,000 cash this year while total awards for the exhibition are estimated to be in excess of \$100,000. Your support is needed to honor the talented artists who will receive these awards as well as the awards at the other exhibitions throughout the year. We are excited to promote your company in a multitude of ways for your generosity; including the very successful monthly Featured Sponsor spot, company-personalized social media posts and free blog ads.

There are many different sponsorship levels and benefits, including a Memorial Award option. Please see page 5 to view the benefits available to your company. In order to keep the exhibition awards of a comparable value in all categories, the need to combine awards may arise. We ask that the minimum amount of a donation be \$250 in merchandise or \$250 in cash to allow easier grouping continuity to the awards. Your understanding is appreciated.

We're going on five years of being able to offer raffle baskets filled with goodies from our sponsors at the convention. Baskets and signs including sponsor's company will be on display from Wednesday evening at the Welcome Reception through the start of the awards ceremony on Friday evening. These baskets have become a very highly-anticipated part of the OPA convention for the attendees and create quite a bit of excitement. Please note that all donations to the baskets and/or convention bag samples are not counted towards the sponsorship amount & benefits.

Tabletop Exhibitors have the option of attending the convention for two or three days at no extra cost. A complimentary half-page digital ad is included in the tabletop rental price and will be sent to all OPA members in a Tabletop Exhibitor preview eBlast. Vendor space is limited, and is available on a first-come, first-served basis to all sponsors who provide an award. A "Lunch with the Exhibitors" event is scheduled on June 1. Exhibitors are invited to have an OPA artist of their choice do a 2-hour demo during this time. Please refer to Pages 7-9 for details and important dates.

As always, OPA sponsor logos will be included on all OPA emails about the exhibition and year-round on the monthly member emails and on the 2018 Sponsor webpage. All sponsors are invited to purchase ad space in the National Catalog and also in the quarterly newsletter to stay in touch with our members year-round. See page 10 for more information.

Thank you in advance for your commitment to making all of OPA's 2018 exhibitions a huge success. In order to be included in the sponsor listing in the OPA catalog, please be sure to have all paperwork & payments in the OPA office no later than February 28, 2018.

We are very grateful for your sponsorship, catalog ads and generous support and hope to see you in beautiful Steamboat Springs, CO in June.

Sincerely,


Kathryn Beligratis
Executive Director



Liz Pusch
Sponsorship & Marketing Coordinator



2018 Sponsorship & Media Kit

National Exhibition • Western Regional Exhibition • Eastern Regional Exhibition • Salon Show

2018 Sponsorship Levels & Benefits

Diamond - \$5,000 cash or \$10,000 in merchandise

- One Full-page, Color Ad in National Catalog
- One Full-page, Color Ad in OPA Newsletter
- 2 Advertising eBlasts to over 6,000 OPA Subscribers
- 1 Vendor Soft Sell Blog Article
- Linked Logo on National Exhibition Page
- Quarterly Advertorial Posts on OPA Social Media
- Free 12-month ad on OPA Blog
- Free Convention Bag Insert or Sample addition
- Free Raffle Basket Donation
- Eligible to become OPA Featured Sponsor
- 2018 National Exhibition Catalog Sponsor Listing
- 2018 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page
- Linked Logo on OPA Exhibition Emails

Ruby - \$2,500 cash or \$5,000 in merchandise

- One Full-page, Color Ad in National Catalog
- 1 Advertising eBlast to over 6,000 OPA Subscribers
- 1 Vendor Soft Sell Blog Article
- Linked Logo on National Exhibition Page
- 4 Advertorial Posts on OPA Social Media
- Free 9-month ad on OPA Blog
- Free Convention Bag Insert or Sample addition
- Free Raffle Basket Donation
- Eligible to become OPA Featured Sponsor
- 2018 National Exhibition Catalog Sponsor Listing
- 2018 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page
- Linked Logo on OPA Exhibition Emails

Emerald - \$1,000 cash or \$2,000 in merchandise

- 1 Soft Sell Blog Article
- Linked Logo on National Exhibition Page
- 2 Advertorial Post on OPA Social Media
- Free 6-month ad on OPA Blog
- Free Convention Bag Insert or Sample addition
- Free Raffle Basket Donation
- Eligible to become OPA Featured Sponsor
- 2018 National Exhibition Catalog Sponsor Listing
- 2018 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page
- Linked Logo on OPA Exhibition Emails

Sapphire - \$500 cash or \$1,000 in merchandise

- 1 Advertorial Post on OPA Social Media
- Free 4-month ad on OPA Blog
- Free Convention Bag Insert or Sample addition
- Free Raffle Basket Donation
- Eligible to become OPA Featured Sponsor
- 2018 National Exhibition Catalog Sponsor Listing
- 2018 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page
- Linked Logo on OPA Exhibition Emails

Amethyst - \$250 cash or \$500 in merchandise

- Company mention & thank you on OPA Social Media
- Free 2-month ad on OPA Blog
- Free Convention Bag Insert or Sample addition
- Free Raffle Basket Donation
- Eligible to become OPA Featured Sponsor
- 2018 National Exhibition Catalog Sponsor Listing
- 2018 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page
- Linked Logo on OPA Exhibition Emails

Jade - \$250-\$499 in merchandise

- Company mention & thank you on OPA Social Media
- 2018 National Exhibition Catalog Sponsor Listing
- 2018 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page
- Linked Logo on OPA Exhibition Emails

Memorial Award Option (\$1,000 cash minimum)

Email Liz Pusch lpusch@oilpaintersofamerica.com

- Memorial Paragraph in Exhibition Catalog
- 1 Soft Sell Blog Article
- Linked Logo on National Exhibition Page
- 1 Advertorial Post on OPA Social Media
- Free 6-month ad on OPA Blog
- Free Convention Bag Insert or Sample addition
- Free Raffle Basket Donation
- Eligible to become OPA Featured Sponsor
- 2018 National Exhibition Catalog Sponsor Listing
- 2018 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page
- Linked Logo on OPA Exhibition Emails

Please Note: Sponsors are responsible for shipping merchandise free of charge to award winner(s).

Shipping charges should be considered an expense to the sponsor over and above the actual value of the award.

Any award received after March 15, 2018 is not guaranteed to appear in the catalog.



2018 Sponsorship & Media Kit

National Exhibition • Western Regional Exhibition • Eastern Regional Exhibition • Salon Show

Additional Promotional Opportunities

Once you become a 2018 sponsor, you are eligible to host one of the events listed below. Companies may join together to host an event. For questions or for more information, please contact Liz Pusch at Lpusch@oilpaintersofamerica.com.

Welcome Reception

Start off the weekend by hosting the welcome reception on the evening of Wednesday, May 30. Host the welcome reception, provide promotional items or giveaways during the event. Drinks and hors d'oeuvres will be provided by the hotel.

\$2,500 Cash

RESERVED

Artist Breakfast & Presentation

Host a hot breakfast buffet while giving a presentation about your company. Hosts welcome to provide promotional items or giveaways during the event. All food will be provided by the hotel.

\$2,500 Cash

RESERVED

Closing Party

Close the weekend by hosting the closing party. This event is always highly anticipated by the attendees. All food and arrangements will be handled by OPA.

\$2,500 Cash

RESERVED

Sponsorship Commitment must be received by February 28, 2018



2018 Sponsorship & Media Kit

National Exhibition • Western Regional Exhibition • Eastern Regional Exhibition • Salon Show

Tabletop Exhibition Space Important Information

Celebrate 26 years of OPA by joining us as an exhibitor in Steamboat Springs and sharing your company & products with OPA members at the convention.

IMPORTANT DATES/TIMES TO REMEMBER

Set Up Tabletop Exhibits	Exhibition Dates & Time	Dismantle Tabletop Exhibits
Thursday, May 31 1:00 – 6:00 pm	Friday, June 1 8:00 am – 3:00 pm	Saturday, June 2 3:00 – 4:00 pm
	Saturday, June 2 8:00 am – 3:00 pm	Sunday, June 3 (Optional) 12:00 pm – 3:00 pm
	Sunday, June 3 (Optional) 9:00 am – 12:00 pm	



PRICING & EXPENSES

The rental price is \$375 for one 8-foot skirted table and \$200 for each additional 8-foot table. The rental also includes two (2) chairs per table, name badges, and a wastebasket.

Please note: Exhibitor is limited to table space provided by OPA. Outside booths, tents, tables or chairs are not allowed. Flags, personalized tablecloths or company signs are permitted.

Exhibitor will assume responsibility for any expenses incurred as it relates to the assigned exhibit space, including shipping, handling, storage fees or other costs.

Exhibitors are responsible for handling their own cash and credit card transactions, as well as all necessary supplies to perform business; i.e. pens, bags for carrying merchandise, extension cords, etc.

Exhibitors are responsible for packing and shipping merchandise back to their respective companies. OPA is not responsible for any merchandise left onsite or lost. Exhibitors will be responsible for their own sales, including paying the applicable taxes.

PLEASE DO NOT BRING YOUR MERCHANDISE AWARD TO THE SHOW. OPA cannot be responsible for packing and shipping awards brought to the show. Please be sure to ship merchandise certificate, award or any donations no later than March 15, 2018. We appreciate your cooperation.

REFUND POLICY

Cancellations after March 15, 2018 will be charged full space rental. Refunds will be given prior to March 31, 2018, less a \$100 administrative fee. Cancellations of exhibit space must be submitted to OPA in writing. Telephone cancellations are not accepted. In the event of cancellation, OPA has the right to use said space to suit its own convenience, including selling space to another Exhibitor without any rebate allowance to the cancelled Exhibitor.

ASSIGNMENT OF TABLE TOPS

OPA will have full discretion over the assignment of table top space to Exhibitors. Entry to exhibitor space prior to scheduled set up time is prohibited.



2018 Sponsorship & Media Kit

National Exhibition • Western Regional Exhibition • Eastern Regional Exhibition • Salon Show

TABLETOP PERSONNEL

Exhibitor personnel will be limited to two (2) individuals for each 8-foot table and will be provided with a name badge and passes to all convention events. In addition to two individuals per table, exhibitors are encouraged to invite an OPA artist of their choice to provide a 2-hour demo featuring your products during lunch on Friday, June 1.

Exhibitor personnel are invited to attend the Awards Ceremony & Reception on Friday, June 1. The ceremony will be held at The Steamboat Grand beginning at 8:15 p.m. Exhibitor Personnel in attendance will be recognized at the Award Ceremony. If the winning artist is present, Exhibitor will be asked to help present the award to the artist.

Dinner Tickets to the **American Art Collector Magazine** Dinner on Saturday, June 2 will be available for purchase onsite at the registration table.

EXHIBIT ELIGIBILITY

OPA reserves the right without recourse to absolutely control or prohibit any exhibit or any part of any exhibit, which, in its opinion, is not suitable in keeping with the character of the Exhibition. This regulation pertains to persons, things, conduct, printed matter, souvenirs, catalogs, etc. At no time shall an Exhibitor be rude or speak poorly of another Exhibitor. OPA reserves the right to ask such an Exhibitor to vacate the premises with no refund given.

INSTALLATION AND DISMANTLING OF EXHIBITS

The exhibit area will be available during the times designated or earlier by special arrangement. All exhibits must be fully assembled by 6:00 p.m. on Thursday, May 31, 2018.

All exhibits must remain intact until the official closing time and shall not be dismantled or removed before that time. Crates and materials may not be brought into the exhibit room before closing time on Saturday, June 2, 2018, at 3:00 p.m. unless by special arrangement.

Exhibitors have the option to keep their exhibitor space until 11:00 a.m. on Sunday, June 3, 2018.

LIABILITY AND INSURANCE

Exhibitors shall protect, save and keep OPA and their employees and agents forever harmless from any damage or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor. And further, Exhibitor shall at all times, protect, indemnify, save and keep harmless the OPA and their employees and agents against and from any loss, cost, damage, liability of expense.

All property of the Exhibitor is understood to remain under custody and control of the Exhibitor, in transit to and from or within the confines of the exhibit area. Exhibitors are advised to carry floater insurance to cover exhibit materials against damage or loss and public liability insurance against injury to the person or property of others. OPA assumes no responsibility for the safety of the properties of the Exhibitor, his officers, agents, or employees from theft, damage by fire, accident, or any other cause.

CANCELLATION

In case the premises of the event center are destroyed or damaged, or if the exhibit fails to take place as scheduled, or is interrupted or discontinued, or interfered with by any act of God, emergency declared by any governmental agency or OPA for any other reason, the exhibit contract may be terminated by OPA. In the event of any such termination, Exhibitor releases OPA and waives any and all claims for any type of damage and agrees that the sole liability of OPA shall be to return to each Exhibitor that Exhibitor's space payment.

DISTRIBUTION OF SAMPLES AND SOUVENIRS

Distribution of samples and souvenirs is permitted, providing there is no interference with adjoining Exhibitors, and it is conducted in a dignified manner.



2018 Sponsorship & Media Kit

National Exhibition • Western Regional Exhibition • Eastern Regional Exhibition • Salon Show

INTERNET

Code for secure internet access will be available at no charge. Please be prepared for manual credit card sales in the event of power outage.

SECURITY

Reasonable precaution will be taken to protect property during the installation, show and removal periods. However, OPA is not responsible for the safety of the property of Exhibitor from theft, damage by fire, accident, vandalism or other causes.

SHIPPING AND RECEIVING OF MATERIALS

The Steamboat Grand will accept shipments starting Tuesday, May 22 through Wednesday, May 30, 2018. All shipments must be for inside delivery only.

All materials should be shipped to: ATTN: Conference Services Manager
Oil Painters of America Event
c/o The Steamboat Grand
2300 Mt. Werner Circle
Steamboat Springs, CO 80487
(970) 871-5541

Designate on outside of box(es): OPA Contact: Liz Pusch
Please deliver to OPA Exhibitor Area
Your Company Name
Box _____ of _____

Please indicate on the outside of your boxes that it is for the OPA Event and to deliver to the Exhibitor Area. **Please be sure that boxes do not arrive prior to Tuesday, May 22, 2018, otherwise a storage fee will be charged.**

For shipments outbound from The Steamboat Grand following the conclusion of the program, all shipping arrangements must be made by the exhibitor. **If shipping UPS, you may make arrangements for pick up & shipping through The Steamboat Springs UPS Store by calling 970-879-6161.** All boxes must be ready for shipment or removed from the premises by 13:00 p.m. on Sunday, June 3, 2018. The hotel will hold your boxes for prearranged pick up on Monday, June 4. Please make arrangements with the hotel if your pick up will be on Monday.

If you hand carry your boxes, they will come in through the front door of The Steamboat Grand, 2300 Mt. Werner Circle, Steamboat Springs, CO 80487.

HOUSING/REGISTRATION INFORMATION

A block of rooms has been reserved at The Steamboat Grand. Please be sure to make your reservations early and reference the Oil Painters of America room block to secure the special rates. The special group rate cannot be guaranteed after April 27, 2018. Please call the in-house reservations department at (877) 269-2628 during regular business hours.

Room Options – Double Occupancy	Room Rate
Double Queen Guest Room	\$115 + tax
Deluxe King Guest Room	\$115 + tax
Studio Guest Room	\$115 + tax
Parlor (living room with sofa sleeper only)	\$105 + tax

Please Note: Complimentary parking in the ski time square garage opposite the hotel is for registered guests of the hotel and \$5 for attendees staying off property. Parking in the underground garage directly under the hotel is \$12 per day. Attendees must pay beforehand to gain access.

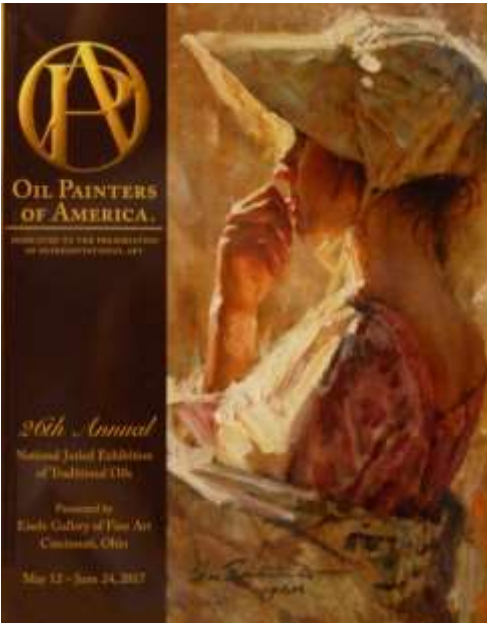


2018 Sponsorship & Media Kit

National Exhibition • Western Regional Exhibition • Eastern Regional Exhibition • Salon Show

Advertising Information

Sponsorship is not required to place an ad in the 2018 National Exhibition catalog.



In order to be included in the 2018 catalog, we must:

- **Receive** payment via mail no later than February 28, 2018
- **Receive** ad materials no later than March 15, 2018

Ad Space Requirements:

Quarter Page Ad - \$300	Half Page Ad - \$500	Full Page Ad - \$800
3.5" width x 4.5" height	7.5" width x 5" height	8.5" width x 11" height
No Bleed	No Bleed	Full Bleed

Please submit your ad in a high-resolution (300 dpi) digital file to final size as a Press Quality PDF document.

Ad will not appear in catalog unless payment has been received by OPA no later than February 28, 2018.

OPA Brushstrokes Newsletter Information

Sponsorship is required to advertise in the newsletter

Price per issue:

- Full Page Inside Front Cover Ad - \$1,000
- Full Page Inside Ad - \$800
- Half Page Rear Cover - \$650
- Half Page Inside Ad - \$500
- Quarter Page Inside Ad - \$300



To reserve your space in the quarterly newsletter, please contact Liz Pusch at LPusch@oilpaintersofamerica.com.



2018 Sponsorship & Media Kit

National Exhibition • Western Regional Exhibition • Eastern Regional Exhibition • Salon Show

Sponsorship Commitment Form

Company: _____

Contact Name & Title: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone Number: _____ **Email:** _____

My award may be used or split as needed at any 2018 OPA exhibition or show (sponsor promotion & benefits remain the same whether award is used at any event or National only)

My award should only be used for an award at the OPA National Exhibition

Donate a Cash Award

Donate a Merchandise Award*

(Please checkbox to select level of sponsorship. Refer to page 4 for donation amounts & benefits)

Diamond

Ruby

Emerald

Sapphire

Amethyst

Jade

*Merchandise Award is only for the following products: _____

Reserve a Tabletop Exhibition Space

One 8' Table (\$375)

Two 8' Tables (\$575)

Three 8' Tables (\$775)

I would like to donate Item(s) to the Sponsor Highlight Raffle Basket _____

Place a Catalog Advertisement

Quarter Page (\$300)

Half Page (\$500)

Full Page (\$800)

Contact me about advertising in the quarterly newsletter

PREFERRED PAYMENT INFORMATION:

Additional Opportunities Total Amount \$ _____

Invoice Me

Check Included

Pay Online

Charge the total amount due

Visa

MC

AMEX

Discover

Card Number: _____ Expiration Date: _____ CVV: _____

Cardholder's Name: _____ Signature: _____

IMPORTANT: To signify your agreement to provide award(s) & other opportunities to Oil Painters of America during 2018, please sign below and return this form to LPusch@oilpaintersofamerica.com.

Signature: _____ **Date:** _____

The sponsorship level and company name designated above will be listed in the 27th Annual OPA National Catalog once donation has been received. If donation is not received prior to March 15, 2018, company will not be listed in catalog.

Awards or checks can be sent to: Liz Pusch, Oil Painters of America, 1722 Tealbriar Avenue, Oviedo, FL 32765 (224) 634-6720.

Pay online in the OPA Store: www.oilpaintersofamerica.com/store