



Eldorado Arts & Crafts Association
7 Ave. Vista Grande
Ste. B7 - PMB #261
Santa Fe, NM 87508

**Here are the 2021 EACA guidelines for acquiring sponsors.
Please read carefully even if you have done it before.**

If you are planning to participate in the Tour this year, and you participated last year, you will automatically be assigned to the same sponsors you had last year. If there are sponsors with your name attached to them from last year that you do not plan on approaching this year, please let us know ASAP and we will allow other studio tour participants to approach them. Refer to the 2020 Sponsors list for assignments.

If you participated in the Tour last year **but will not be participating this year and you want to keep your sponsors for the following year, you are responsible for contacting and obtaining those sponsors for this year.**

Otherwise, these sponsors will be made available to other artists **AS OF June 4, 2021**. You must inform EACA about each sponsor prior to June 4 and send EACA a written commitment to obtaining the sponsor for this year's tour by close of registration (June 4).

Who should you ask to be a sponsor? Ask people you know or those you do business with: your doctor, your dentist, your hairdresser or Zumba teacher, your favorite local businesses. Don't forget your attorney, the person who does your taxes, or your favorite restaurant or gym. Next think about who would be a good match for Eldorado. Consider businesses that market or should market to residents of Eldorado. *Participating artists may self-sponsor their own art business for the Brochure listing for an additional \$100 fee beyond the Sponsorship Commitment.*

Then, after you have thought about who you want to contact, **CHECK THE 2020 SPONSORS LIST TO SEE IF THAT PERSON OR BUSINESS IS ALREADY A SPONSOR AND HAS BEEN ASSIGNED TO ANOTHER ELDORADO ARTIST.** We cannot stress this enough. Please be respectful to your fellow artists. Many artists have long-standing relationships with their sponsors. If you obtain a sponsorship from a person or business allocated to another artist, that original artist will get credit for the sponsorship. When in doubt, contact the Sponsorship

Committee co-chair: Chuck Boxwell at cboxwell@mindspring.com. **If a business is not on the sponsorship list, it is considered available to any artist.** Keep in mind that even if a business is not on the list they may have already been newly solicited by another artist, so be respectful.

OK, you have a business in mind. What's next? Call or visit the business. You might also have success emailing someone who knows you and attaching the Sponsor Benefits and Contribution Packet. Tell them you think their sponsorship would be a good match for their marketing efforts and supports the Studio Tour's advertising throughout Eldorado and Santa Fe. Talking points:

- Ours is the largest studio tour in the state of New Mexico
- 100 + artists at over 75 studios open during studio weekend (May 16-17, 2020)
- 15,000+ brochures distributed throughout the Santa Fe metropolitan area with sponsors listed in brochure according to Sponsorship Levels.
- Exposure for businesses on our website listed by Sponsorship Levels
- Sponsorships are tax deductible marketing expenses for a business
- EACA and artists in the Studio Tour support local non-profit organizations

Review the sponsorship levels and the associated benefits, and ask them if you can leave information for them to review if no decision is made immediately.

Print out and carry with you copies of the Sponsorship Packet (Sponsorship Benefit Levels and Contribution Form – print in color if possible) to show and share. You should ideally drop off the information in person with the possibility you can review it with them at that time. You can also ask for an appointment to go over the information with them. Request as high a level of sponsorship that you think a prospect may be willing to buy into. You can always accept a lesser amount if that's what they're comfortable with. If it's a previous sponsor ask if they'll step up to a higher level. **Any artist may also solicit their sponsor to be an Underwriter!** (The Underwriter deadline is February 1. If you achieve this please contact one of the Sponsorship Committee Chairs immediately so this can be tracked. There is a select limit of Underwriter spots.)

Follow-up! Do not allow too much time to pass before you contact the business again to ask if they are willing to be a sponsor. We recommend no longer than 2 weeks, otherwise they forget about it. Remember the worst they can do is say "no." It doesn't hurt! If they agree, make arrangements to **pick up the completed form and their check made out to EACA.**

Do not trust that they will mail in a check! They sometimes don't! You will be contacted by the Sponsorship Committee once we receive and log in your sponsorship and check amount.

Within 2 weeks of receiving a check, mail a thank you letter to your sponsor and invite them to join you at the Preview Gallery on Friday, October 22, at the Eldorado Community Center.

IMPORTANT POLICY FOR IN-KIND DONATIONS: Some businesses may suggest making an in-kind sponsorship in lieu of cash, such as products or gift certificates. This has created some confusion and perceived inequity in the past and will be accepted in 2021 only under certain conditions: **the in-kind item must be approved in advance of acceptance by the Studio Tour Chair** as something we can productively use at the value declared by the sponsor.

How do I complete the sponsorship form? Once you have a commitment for a sponsor, be sure to get the check and fill out the form or have them fill out the form. It is best to staple both the business card of the sponsor and your business card to the form. That way, we have all the correct information we need to recognize the sponsor and make sure you get the credit you deserve. Attaching printed business cards helps to eliminate mistakes from handwritten information on the form. We do not include sponsor logos or benefits other than those stated!

When you have the completed form and the check made out to EACA, mail the form and check to the following address:

EACA – C/O Treasurer
7 Avenida Vista Grande
Suite B-7, PMB #261
Santa Fe, NM 87508

If you are stuck or have further questions, feel free to contact Chuck Boxwell cboxwell@mindspring.com.