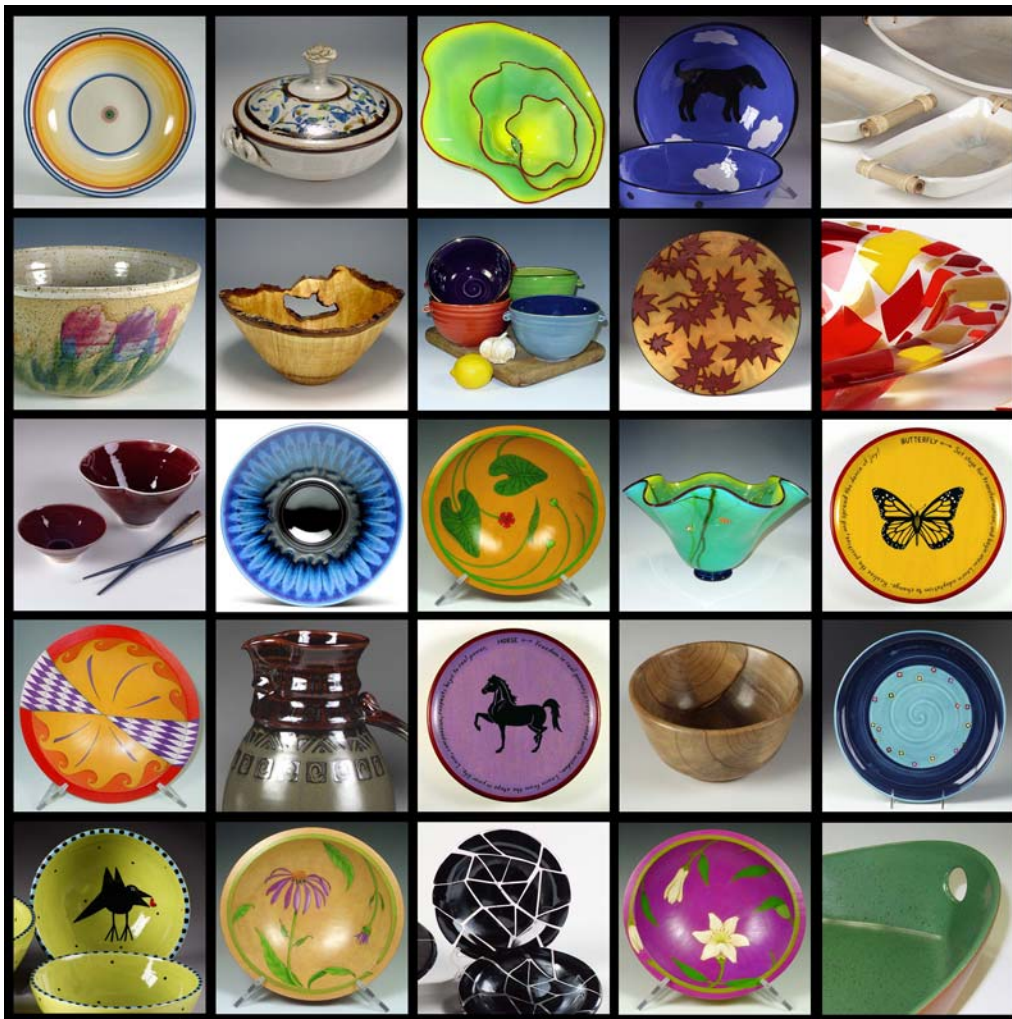


The 2008

Art in the RoundTM Contest

Sponsorship Prospectus



CONTACT: Martha Wooldridge

Phone: 405-701-2511

Email: sponsor@artintheroundcontest.com



Event Format

2008 Art in the Round is a publicly juried competition that supports fine craft artists by introducing their work to discerning collectors throughout the world. The interactive online format brings participants to the competition's home website, www.artintheroundcontest.com. Within this format, artists may enter their work, jurors may vote on their favorite works of art, and visitors from around the world may view the progress of the competition and final results.



Event Theme

The event theme is "Art in the Round". For the purposes of this competition, Art in the Round is defined as artful examples of the vessel form, including bowls, platters, teapots, vases, urns, cups/mugs, and other creative interpretations of the vessel form.

Eligible media categories include glass, ceramics, wood, metal, gourds, basketry, and mixed/other media.

All artwork will be original in conception and execution and must have been created by the submitting artist within the past 3 years. Collaborations will be accepted.



Who is behind 2008 Art in the Round Contest?

BeautifulBowls.com, one of the country's leading online sources for Fine Craft art bowls, is pleased to be the originator, co-host, and administrator of 2008 Art in the Round.

BeautifulBowls.com is a unique company owned by Oklahoma artist and businesswoman, Martha Wooldridge. Spurred on by an entrepreneurial spirit and a love for fine craft bowls, Martha has successfully turned this niche business into a profitable and creative venture that benefits artists, collectors, corporate entities, and art enthusiasts.

The 2008 Art in the Round Contest is yet another venue for fine craft artists – including professionals, students, and amateurs - to present their work to the world while competing for cash awards!



Who will visit the 2008 Art in the Round Contest website?

The 2008 Art in the Round Contest website will be viewed by a global audience.

This audience is made up of artists, educators, collectors, businesses, art enthusiasts, groups supporting economic development and the arts, and members of the general public who enjoy decorating their homes and workspaces with beautiful objects.

The ArtInTheRoundContest.com audience is expected to range from 10,000 to 15,000 unique visitors. Traffic to the website will begin prior to the artist entry dates, and will continue through public jurying dates and post-competition months when participants will view winners and keep updated on the 2009 competition.

How will the audience be developed?

Sponsorship means your company benefits from thousands of front-page impressions as participants and visitors are brought to the competition website.



Press Releases. 2008 Art in the Round will educate, encourage participation, and draw unique visitors through frequent press releases submitted to approximately 2,000 daily and weekly publications, including larger market publications. Press release events will include:

- Initial introduction educating the public about the competition, including the call to artists and the call for public jury.
- Several additional press releases during the active entry and competition dates will create additional awareness and continue to bring unique visitors to the contest website as well as repeat visitors.
- Post-competition press releases will bring artist participants and jury members back to the contest site to review winners and review important dates for the 2009 competition.
- Articles of special interest to the public, such as news featuring local artists and sponsors, will be submitted to larger market publications in their home communities.



Blogs. Extensive use of blogs and social networking will be targeted towards artists, educators, collectors, businesses, art enthusiasts, groups supporting economic development and the arts, and members of the general public who enjoy decorating their homes and workspaces with beautiful objects. Blogging and networking will be ongoing throughout the year and will result in many links pointing towards the contest website.



Newsletters. Email announcements and opt-in electronic newsletters will be distributed to all unique visitors who have provided their email addresses. Electronic newsletters, announcements, and reminders will be sent to entities who may find the information helpful to their constituents, such as community art centers, educational institutions, and economic development groups who support the arts.

Electronic newsletters and email announcements will not be disbursed to individuals and entities who wish to be removed from this service. We will respect all such requests.



Links. BeautifulBowls.com, co-host of the 2008 Art in the Round Contest, will feature information about the contest on their website and in newsletters and email. Also, news of the event will be featured on many of the sponsor sites, chamber of commerce websites, public radio events calendars, and community art center websites and newsletters.



Downloads. Downloadable 2008 Art in the Round Contest signage will be displayed and disbursed by art groups to their constituents, bringing artists and other interested parties to the website.



Buzz. Word of mouth will create a far-reaching “buzz” that will bring additional unique visitors to the site.

Who supports 2008 Art in the Round?

- Art supply companies
- Local chambers of commerce
- State economic development organizations
- Secondary schools and colleges
- Local arts councils
- Businesses that support education and the arts
- And your company!

Sponsorship Pricing

Expand your brand identification among artists and art lovers by advertising on www.artintheroundcontest.com.

The following rates reflect the total amount for the 10-month "competition year" (June 1, 2008 - March 31, 2009).

Payment options:

1. 10% discount for payment in full.
2. Two payments (1st 6 months/remaining months).
3. For those who join us after the start date, rates will be pro-rated. For split payment, pro-rate will be reflected on second invoice.

Placement is guaranteed upon payment.
Optimal logo/text link size is 120 x 60 pixels.

Rates

The following rates include:

- **one** static logo link or text link (your preference) in right hand column on the page you specify on www.artintheroundcontest.com,
- **one** static logo link or text link in right hand column, on a random "secondary" page on www.artintheroundcontest.com.
- **one** text link with brief informational text on "Supporters" page on www.artintheroundcontest.com
- **one** static logo or text link on the www.BeautifulBowls.com links page with brief informational text.
- periodic mention/text links in e-newsletters and email from both websites.

Choose the location for your link from our most visited pages:

- **HOME Page** – \$500
- **ABOUT 2008 ART IN THE ROUND Page** – \$450
- **GUIDELINES Page** – \$400
- **ARTIST SIGN UP Page** – \$400

Secondary pages include Jury, Supporters, Giving Back, Tell A Friend, Contact Us, Press Kit, Winners, and News. Your second link will be randomly placed on one of these pages.

Thank you for your interest!

We look forward to adding you to our list of charter sponsors. To reserve placement or for more information, please contact: **Martha Wooldridge at 405-701-2511.**

Email: sponsor@artintheroundcontest.com