

MEDIA KIT

*The*

NOMADIC  
PROJECT

Tour Beginning  
**October  
2007**



*Experience America Through Art*

**AWARD WINNING WORK BY  
KRISTIN ABRAHAM & ALFONSO LLAMAS**

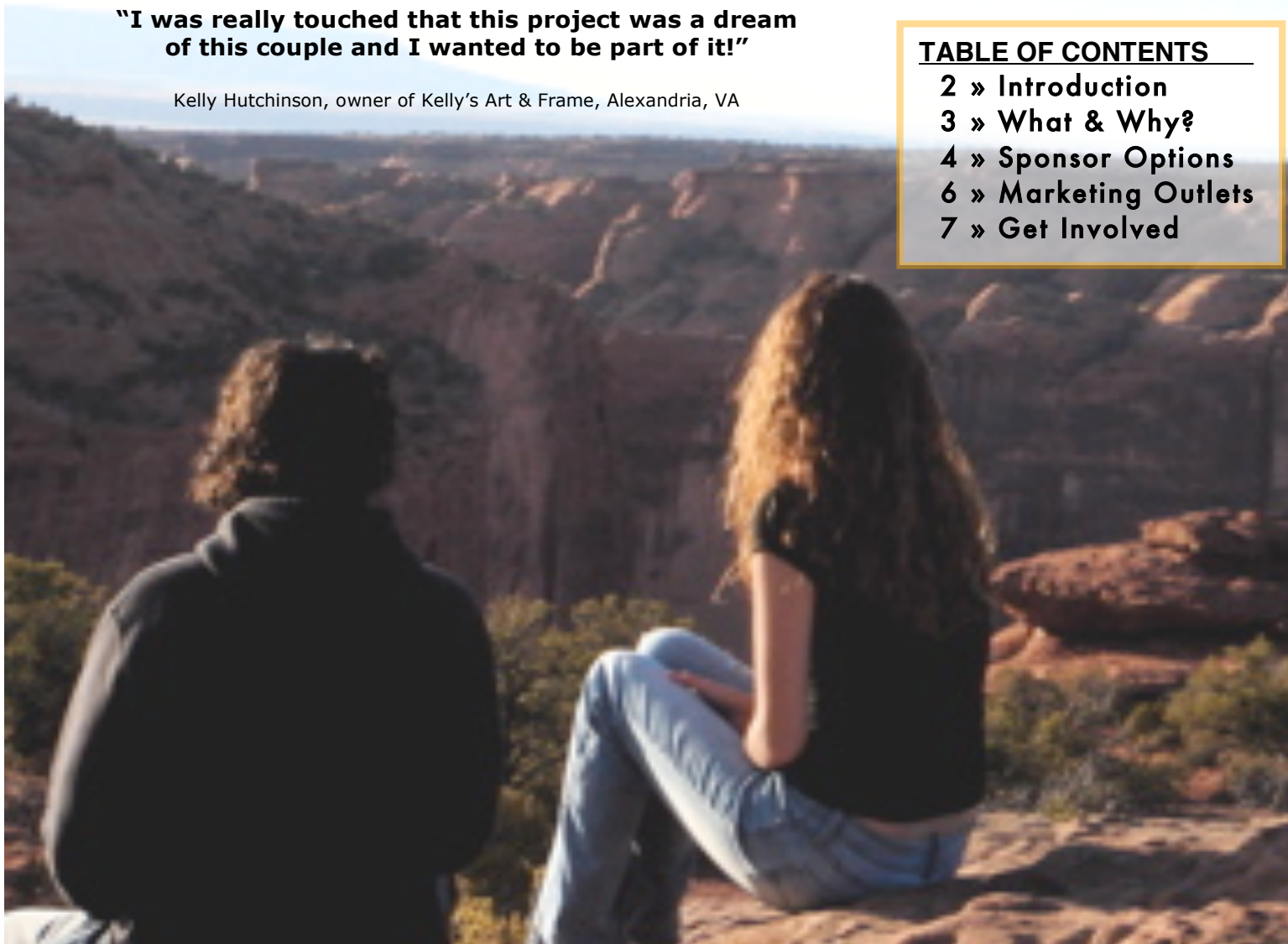
NATIONAL EXHIBITION  
FOR VENUES AND TOUR DATES VISIT  
[www.TheNomadicProject.com](http://www.TheNomadicProject.com)

**“I was really touched that this project was a dream of this couple and I wanted to be part of it!”**

Kelly Hutchinson, owner of Kelly’s Art & Frame, Alexandria, VA

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**We’re pleased to present an exciting marketing opportunity for you and your organization. Gain high-impact exposure by partnering with this national event:**

### **The Nomadic Project Exhibit**

This national event provides the perfect opportunity for your business or organization to reach people who are interested in art, music, film, travel, history and the overall inspiration of America. Designed as a fun, multi-media art exhibit, this family-friendly show has attracted interest in every state around the nation.

Art and travel go hand in hand, in fact, most adult travelers attended a cultural activity or event while on a trip in the past year.

**The Nomadic Project – Experience America Through Art** Exhibit allows you to partner with an event that will attract a diverse national audience between the ages of 18 to 65. Don’t miss out on this exciting marketing opportunity!

#### **Objectives of the Exhibit**

- To promote arts and culture
- To promote social and community involvement
- To promote travel destinations across America
- To provide educational exposure to the nation’s historical events and landscape

**ADVERTISING  
OPPORTUNITIES  
FROM \$75 - \$50,000**



# THE NOMADIC PROJECT:

## *Experience America Through Art*

### DESCRIPTION:

The Nomadic Project exhibition is a journey of art, film and music that unleashes the creative inspiration within America in the wake of its troubled state. When two artists became discouraged by their nation divided by war, politics, race and religion, they decided that the key to appreciating America was in experiencing the land. They sold all material possessions, including their home, and became nomads. While living out of their small SUV, artist Kristin Abraham illustrated her immediate response to each state on canvas, while musician husband, Alfonso Llamas, recorded music and video documentary.

When one gallery, museum, or art center in each state participated by displaying a painting that was inspired by a neighboring state, the goal to stimulate discussion, blur the borders, and unite the country was achieved. It took thirteen months to accomplish this mission, and from December 20<sup>th</sup>-30<sup>th</sup> of 2006, all fifty states were participating. For the first time, the paintings, music, and video are displayed together in a traveling exhibition titled "Experience America Through Art." The work delves into history, controversy, beauty and sanctuary found within this unique landscape. Communities are able to experience a new view of America, and discover that the nation's unity lies in celebrating its diversities.

### OBJECTIVES:

The Nomadic Project is designed to encourage people of all ages to experience life beyond limitation. In this whirring age of technology, adventure is easily limited to what is presented through a television or computer screen. We see this exhibit as providing an opportunity to renew interest in history, physical exploration and self-discovery. The work returns to traditional use of visual symbolism and storytelling.

People of every nationality and background have found inspiration, life and defeat within American borders, and this exhibit commemorates them, by examining what they left behind. When two artists stood on historical ground, their preconceived notions were destroyed. As a consequence, viewers of this exhibit join their journey, and find inspiration to create their own.

Through The Nomadic Project exhibit, travel and adventure are encouraged as people find inspiration to achieve their dreams.

### AUDIENCE:

This exhibition targets a nation-wide audience of all age groups. It draws the attention of each region of the country as people discover how their state is represented through art.





# SPONSOR OPTIONS - Local

## FRIEND

Local Sponsorship – single exhibit

- Company/Individual name and link on the official event website for 12 months (10,000 impressions)
- Company logo in the local promotional flyers and posters (6,000 imp.)
- Name/Logo in local exhibit program (1,000 imp.)
- Sponsorship acknowledgement during opening night (350 imp.)
- Name/Logo placement on email newsletter (2,000 imp.)
- Company acknowledgement in local Press releases
- Name/logo prominently displayed at local show (650 imp.)
- Admittance for employees at special events associated with show
- Name associated with charitable contributions

PACKAGE PRICE: \$500 (19,650 impressions)

## CONTRIBUTOR

Local Sponsorship – single exhibit

- Company/Individual name and link on the official event website for 12 months (10,000 impressions)
- Company logo in the local promotional flyers and posters (6,000 imp.)
- 1/4 page ad in local exhibit program (1,000 imp.)
- Sponsorship acknowledgement during opening night (350 imp.)
- Logo and name placement on email newsletter (2,000 imp.)
- Company acknowledgement in local Press releases
- Name/logo prominently displayed at local show (650 imp.)
- Admittance for employees at special events associated with show
- Name associated with charitable contributions
- Small magnetic logo placed on one side of TNP vehicle for 12 months (1,000 imp. per day!)\*

SPONSORSHIP COSTS: \$1,000 (385,000 impressions)

## SUPPORTER

Local Sponsorship – single exhibit

- Company/Individual name and link on the official event website for 24 months (20,000 impressions)
- Company logo in the local promotional flyers and posters (6,000 imp.)
- 1/2 page ad in local exhibit program (1,000 imp.)
- Sponsorship acknowledgement during opening night (350 imp.)
- Logo and name placement on email newsletter (2,000 imp.)
- Company acknowledgement in local Press releases
- Name/logo prominently displayed at local show (650 imp.)
- Admittance for employees at special events associated with show
- Name associated with charitable contributions
- Medium magnetic logo placed on one side of TNP vehicle for 24 months (10,000 imp. per day!)\*
- Personal appearance/signing at business location (2,000 imp.)
- Ten 12 x 16" free poster prints of any one piece of art (a \$250 value)

PACKAGE PRICE: \$5,000 (762,000 impressions)



# SPONSOR OPTIONS - National

## \*\*CO-SPONSOR

National Support – Minimum of ten exhibits, nation-wide

- Logo placement and link on the official event website “home” page for 24 months (20,000 impressions)
- Company logo on all promotional flyers and posters, nation-wide (110,000 imp.)
- Full-page ad in all exhibit programming, nation-wide (65,000 imp.)
- Sponsorship acknowledgement during every opening night (3,500 imp.)
- Logo and name placement on monthly email newsletter (48,000 imp.)
- Company acknowledgement in local and national Press releases
- Name/logo prominently displayed at each show (6,000 imp.)
- Admittance for employees at special events associated with show
- Name associated with charitable contributions
- Large magnetic logo placed on one side of TNP vehicle for 24 months (1,000 imp. per day!)
- Personal appearance/signing at business locations (10,000 imp.)
- Ten 12 x 16” free poster prints of any one piece of art (a \$250 value)
- 5 signed albums and books from exhibition (a \$200 value)
- Sponsorship of Blogs, Videos and Podcasts along to route (4,000 imp.)
- Promotional material in venue package

PACKAGE PRICE: \$10,000 (9,965,000 impressions)

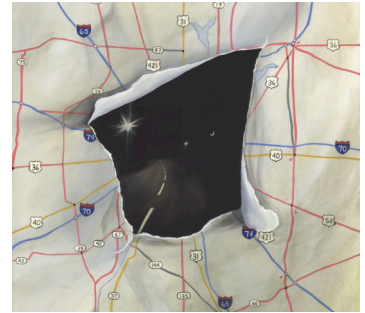
## \*\*OFFICIAL SPONSOR (Limit 1)

National Support – Minimum of ten exhibits, nation-wide

- Logo recognition as Official Sponsor on website “home” page for 24 months (20,000 impressions)
- Company logo on all promotional flyers, posters, and products nation-wide (110,000 imp.)
- Two-page ad in all exhibit programming, nation-wide (65,000 imp.)
- Prominent recognition at each opening night ceremony (3,500 imp.)
- Logo and name placement on monthly email newsletter (48,000 imp.)
- Company acknowledgement in local and national Press releases
- Name/logo prominently displayed at each show (6,000 imp.)
- Admittance for employees at special events associated with show
- Name associated with charitable contributions
- Large magnetic logo placed on one side of TNP vehicle (120,000 imp. per day!)\*
- Personal appearance/signing at business locations (10,000 imp.)
- Ten 12 x 16” free poster prints of any one piece of art (a \$250 value)
- 5 signed albums and books from exhibition (a \$200 value)
- Sponsorship of Blogs, Videos and Podcasts along to route (4,000 imp.)
- Promotional material in venue package
- **Full RV wrap**– Mobile billboard, creating 2 years of company exposure across the entire U.S. (8,000 imp. per day)\*

PACKAGE PRICE: \$50,000 + production costs (61,065,000 impressions)

\* vehicle ad impressions based on a study done by Richard A. Staley Consulting



❖ **NOT INTERESTED IN A PACKAGE? See p.7 for more details.**



# Marketing Outlets



## Web Site

[www.TheNomadicProject.com](http://www.TheNomadicProject.com)

All levels of sponsors receive a 40-word description of their company on the five (5) different sponsor's pages. Also all sponsors listing will link directly to their web site.

## TV and Radio

Press releases are prepared for local and national TV and radio stations. The Nomadic Project has already been interviewed by National Public Radio (NPR) in Madison as well as Huntsville's ESPN affiliate, sports 730 WUMP.

## Newspapers

Starting in mid-September, the exhibit will be promoted in major metro and national newspapers. As a sponsor, your company or organization's name/logo will appear prominently in the advertising.

## Brochures

A tri-fold full-color brochure is being distributed to attract attendees. More than 50,000 will be available at major grocery stores, gas stations, community centers and other public-gathering locations, nation-wide.

## Exhibit Programs

Programs will be available at the front door of the exhibit, as well as in nation-wide community centers, art galleries, museums and government buildings. All sponsors will be listed in the program, including their web address. Circulation: 65,000, nation-wide

## Posters

11" x 17" full-color posters will be placed in art stores and community centers, as well as government and general business locations around the nation. Circulation: 1,500, nation-wide

## Signage

Sponsors may provide a magnetic logo to be displayed on TNP vehicle (size determined by package). Additional signage will be located in each venue's lobby.

NOTE: Sponsors Name, Logo and 40-word description including correct web site address can be e-mailed direct to [TheNomadicProject@gmail.com](mailto:TheNomadicProject@gmail.com).



# SPONSORSHIP FORM

To request more information, contact Kristin Abraham or Alfonso Llamas at [TheNomadicProject.com](http://TheNomadicProject.com) or participate in this exciting marketing opportunity today by sending agreement & payment to: Vauxite LLC, 1391 13<sup>th</sup> Street SW, Naples, FL 34117.

## PURCHASE MARKETING PACKAGE:

- Indicate Marketing Package
- Friend: \$500
- Contributor: \$1000
- Supporter: \$5,000
- Co-Sponsor: \$10,000
- Official Sponsor: \$50,000

**-OR-**

**ADVERTISE IN LOCAL EXHIBIT PROGRAM:** (one time advertising opportunity in local exhibit program. 1000 full-color copies will be distributed as a free publication.)

- |   |   |
|---|---|
| <input type="checkbox"/> Two-Page Spread: \$900 | Full Page Trim: 5 1/2" (w) x 8 1/2" (h) |
| <input type="checkbox"/> Back Cover: \$750      | Full Page Bleed: 5.75" x 8.75"          |
| <input type="checkbox"/> Full Page: \$500       | Full Page Live Area: 4.75" x 7.75"      |
| <input type="checkbox"/> 1/2 Page: \$250        | 1/2 Page Horizontal: 4.75" x 3.25"      |
| <input type="checkbox"/> 1/4 Page: \$125        | 1/2 Page Vertical: 2.25" x 7.75"        |
| <input type="checkbox"/> Name/Logo: \$75        | 1/4 Page: 2.25" x 3.25"                 |

### Printing Requirements:

Print Process: Color  
Print Resolution: 300 DPI  
Preferred File Format: TIFF

### Send Display Ad to:

[TheNomadicProject@gmail.com](mailto:TheNomadicProject@gmail.com)  
239-218-3470

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

\*\* Please make checks out to Vauxite. LLC

