

Laguna
Art
A·FAIR
FINE ART FESTIVAL



ATTENDANCE AVERAGED

40-50k

FACEBOOK REACH

300,000+

INSTAGRAM REACH

100,000+

Website Visits

VISITS

90K+

+40% YR/YR

UNIQUE VISITORS

70K

+34% YR/YR

PAGE VIEWS

200K

+41% YR/YR

We invite you to consider a sponsorship with the Laguna Art-A-Fair in Laguna Beach, CA. We are one of the crown jewels of the Laguna Beach Art Festival, and one of the premier summer destinations for art lovers and festival goers alike.

For over half a century Laguna Art-A-Fair's international and local artists have brought folks together from all over southern California. And now we have expanded our festival experience further; including art demonstrations, workshops, live music and excellent cuisine.

Our festival features over 110 award-winning fine artists and artisans from around the world; including work in oil, acrylic, watercolor, mixed media, pastel, photography, jewelry, glass, leather work and much, much more.

SPONSOR LEVELS AND BENEFITS

Laguna Art-A-Fair Runs Through the Summer June 28-Sept 1 - Monday-Sunday 10AM-8PM

FULL SUMMER SPONSOR

\$ 25,000 – Exclusive Opportunity

- Logo on Tickets
- Individual Signage with Prominent Placement On Site During the Summer - (Day After Opening Night)
- Premier booth to display Branding, Brochures, Product, etc. for the Summer
- Branding as Hosting One of Our Event Nights
- Targeted Email Blast
- Special Social Media Campaign
- Press Release to local media
- Local Radio Interview
- Page on LAAF's website
- Full Back Page Ad in Exhibitor Guide
- 20 VIP Season Tickets

OPENING NIGHT SPONSOR

\$ 15,000.–Exclusive Opportunity

- Logo on Opening Night Invitations
- Individual Signage with Prominent Placement On Site the Opening Night
- Premier booth to display Branding, Brochures, etc. - Opening Night Only
- Targeted Email Blast
- Special Social Media Campaign
- Press Release to Local Media
- Local Radio Interview
- Page on L AAF's Website
- Logo on Print Ad
- 1/2 page Ad in Exhibitor Guide
- 20 VIP Season Tickets

DIAMOND SPONSOR

\$ 10,000.

- Branding/Signage on site during the summer
- Targeted Email Blast
- Special Social Media Campaign
- Press Release to Local Media
- Mentioned on L AAF's Website
- Full page Ad in Exhibitor Guide
- 20 VIP Season Tickets

PLATINUM SPONSOR

\$ 5,000.

- Branding/Signage on site during the summer
- Mentioned on L AAF's Website
- 1/2 page Ad in Exhibitor Guide
- Included in Targeted Email Blast
- Included in Special Social Media Campaign
- 10 VIP Season Tickets

GOLD SPONSOR

\$ 2,500.

- Branding/Signage on site during the summer
- Listed on L AAF's Website
- 1/4 page Ad in Exhibitor Guide
- Listed in Targeted Email Blast
- Listed in Special Social Media Campaign

SILVER SPONSOR – AD IN THE 2023 LAGUNA ART-A-FAIR Exhibitor Directory

\$ 1,250. – INSIDE FRONT OR BACK COVER*

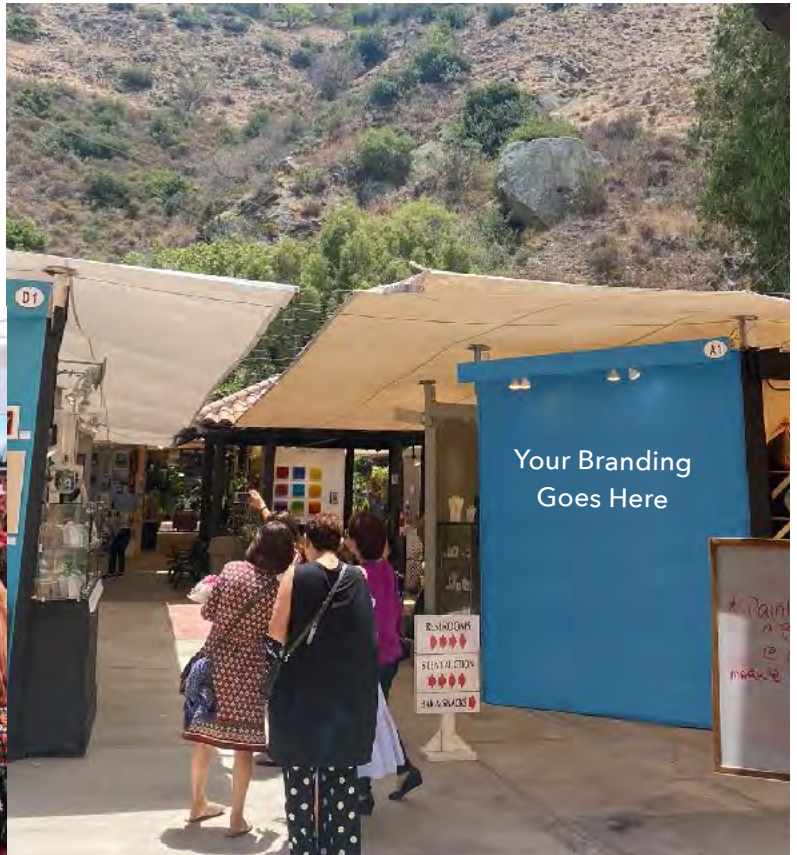
\$ 525. HALF PAGE

\$ 825. FULL PAGE

\$ 258. QUARTER PAGE

To secure your sponsorship, or for more information, please contact Kim Brandon-Watson at (310)-433-5195 or email kim@ideaforu.com
 All sponsorships will receive name recognition on the Laguna Art-A-Fair Website

*Unless taken by higher level sponsor



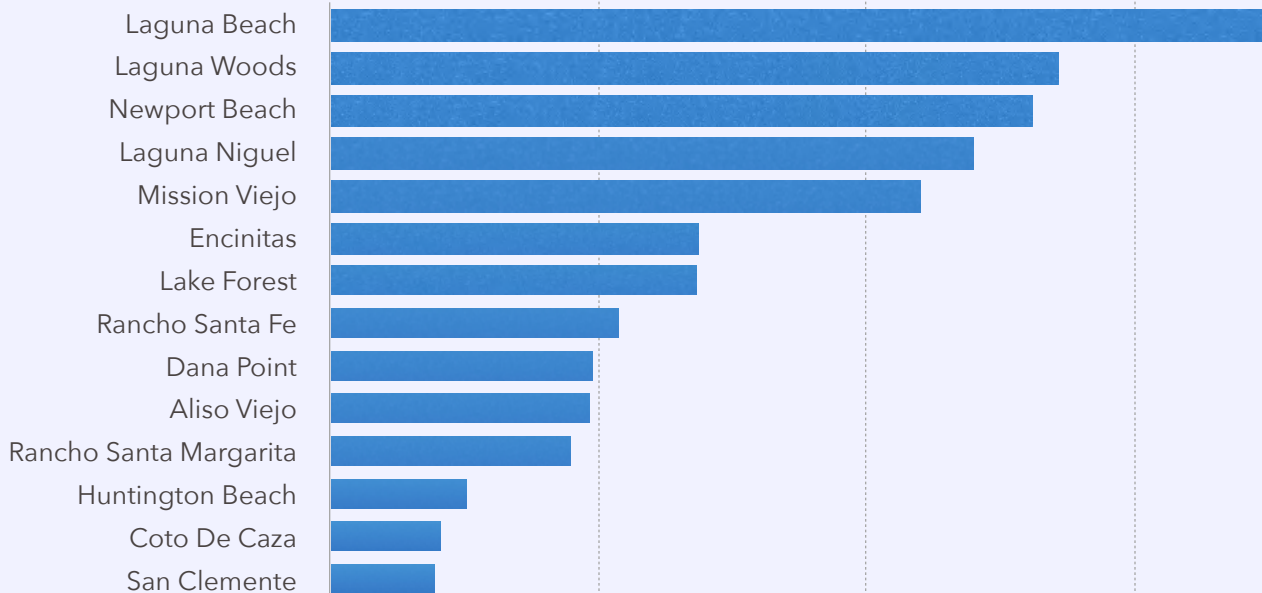
Last Paid Social Media Ad Campaign

Reach
55K+

Link Clicks
4K +

Post Engagements
6K+

Top Attending Local Cities by Sales





In 1967, as the tide moved away from representational art in Southern California, traditionalists found it increasingly difficult to retain exhibitor space in the single largest local art festival of the day, the renowned Festival of Arts. Determined to show their work, they hung their paintings on fences at Glenneyre Street and Park Avenue in Laguna Beach. The show was such a hit with the public they were required to search for a larger venue for the next year. A vacant lot on North Coast highway was chosen, and the Laguna Beach Fine Arts Association was formed. An enterprising reporter labeled it “The Sawdust Festival”, due to the unusual ground covering used.

In those first two years all artwork was juried, and exhibitors were required to be residents of Laguna Beach. However, toward the end of the second season “irreconcilable differences” spawned a permanent split that prompted a portion of the membership to move north up the canyon and take their unique ground covering with them, becoming what is known today as the Sawdust Art Festival. While still without any permanent home, the remaining artists soon found their identity in a final name change and became the Art-A-Fair. But the growing pains didn’t stop there. The festival now had new challenges to face: handling sales, creating publicity, and drawing fresh artwork all became uphill battles. Also, keeping their financial heads above water was challenging, but they persevered. In 1972 Art-A-Fair’s hard-won efforts were so successful another move was ordained, but, again, finding a good home wasn’t easy. When a larger property adjacent to the Hotel Laguna became available, the festival doubled its size to 110 artists, and in 1973 the show was touted as a leading showcase of traditional art in Orange County.

A few moves later, Laguna Art-A-Fair finally found its forever home and, in 1988, moved to 777 Laguna Canyon Road, closer to the downtown area of Laguna Beach and in the heart of the festival district. A juried show, Laguna Art-A-Fair is unique among the local shows in that it does not restrict residency, thereby drawing artists from an unlimited geographic area. Presently there are approximately 125 exhibiting members.

Through the years, many diligent artists have volunteered their time and energy to guide Laguna Art-A-Fair’s progress and growth into one of the most outstanding fine art shows in Southern California. Understandably, a special camaraderie has developed and is enjoyed by all exhibitors, working together to build and run this special show. Through the efforts of committed members, a supportive board of directors and quality jurors, Laguna Art-A-Fair has set and maintained a standard of excellence that is respected by the local art community, enjoyed by residents and visitors alike, and recognized nationwide. This show is proud to include many award-winning artists, and to be a showcase venue for highly talented emerging artists.

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WHAT THE COMMUNITY SAYS ABOUT US

Ms. B.
84 289 28
2 months ago

Stopped here after the Sawdust Festival and enjoyed it so much more.

Lots of absolutely beautiful art work and the friendliest artists.

Had some good conversations with the artists themselves and it was a very enjoyable experience.

Definitely recommended if you're in the area.

Useful 0 Funny 0 Cool 0

OC Accueil
1 review
2 months ago

I highly recommend a visit to Art A Fair. Very talented artists. A wide variety of artworks to choose from at affordable prices. The place itself is very neat and relaxing with a nice restaurant, covered patio and a little waterfall. While visiting the festival, you'll also be protected from the sun and often there's refreshing breeze. Nice place to spend a couple of hours.

Visited on
Weekend

Wait time
No wait


Reservation recommended
Not sure

L Kutcher
Local Guide · 136 reviews · 12 photos
2 months ago

This is a wonderful showcase of 140 very talented artists. Through Labor Day, free Admission - there's great live music and food and drinks available. We'll worth the visit, next door to the Sawdust Festival in Laguna.

Visited on
Weekend

Wait time
No wait



Monica L.
Thousand Oaks, CA
Aug 10, 2023

This is the best of the three festivals in the area during the summer. Over 100 artists with a wide variety of price ranges to meet every budget. The artists are very friendly. You can purchase art whether the artist is present or not. It was so fun to stroll the aisles and shop. I go every year.

Helpful 0 Thanks 0 Love this 0 Oh no 0

Susan G
1 review
2 months ago

This is a wonderful art show. Lots of variety in art. I noticed this year is a lot better than last - new artists, interesting and beautiful work, it feels very open and easy to wander through all the aisles and booths. Great show!

Visited on
Weekend

Wait time
No wait

Reservation recommended
Yes

Price for adult entry
\$11-15

Veronica S.
Irvine, CA
Aug 11, 2023

Great Art Festival! More than 100 talented artists present their works. The place is very neat and cool, protected from the sun. Cute little patio, restaurant, music bands on weekends... and it's open daily. We really enjoyed our visit.