

SAWTOOTH SPOTLIGHT 2023

Holiday
Market

Sat Dec 7
11 am - 5 pm

+

Juried
Exhibition

Nov 23 - Feb 1

SAWTOOTH
school for visual art
251 N. Spruce St. Winston-Salem, NC

A HOLIDAY Tradition...



...CONTINUES TO Evolve.

Throughout the holiday season, the gallery and studios at Sawtooth have long been home to coveted fine art and craft works.

Founded in 1945 as the Arts and Crafts Workshop, Sawtooth has been celebrating and supporting the region's artists for decades. Introduced in 1989, Sawtooth's Deck the Halls event quickly became one of the Triad's most popular and anticipated holiday shopping destinations.

Last year, we held the inaugural Sawtooth Spotlight, a reimagining of our holiday offerings that placed a celebration of fine art, craft, and community at its core.

Attendance surpassed expectations, artists had robust sales from both endeavors, and we heard glowing reviews from guests—many of whom were coming to Sawtooth for the first time.

KEY Dates

Juried Exhibition

November 23
– February 1

Invitation-Only Opening Reception

Saturday,
November 23
5 – 7 pm

Holiday Market

Saturday,
December 7
11 am – 5 pm

HOLIDAY Shopping



STUDIO Activities



FOOD Trucks



2023 Summary

- + **Over 800** Guests
- + **54** Artist Vendors
- + **Thousands** of dollars going to local artists
- + **Strong** community presence
- + **Fun for the whole family!**



CRAFT Demonstrations



NEW MARKETING Endeavors



Advertised on Adams electronic billboards throughout the Triad, garnering an estimated 1,000,000 weekly impressions.



Spotlight was featured on **BEST OF WINSTON**

+ 24,000 views
+ 500 likes
+ 75 shares

Additional Sawtooth content:

+ Over 6,000 views
+ 38 shares
+ Reached thousands of new accounts



8-page, full-color event program featuring vendor listing, building map, and sponsorship acknowledgements.

ABOUT Sawtooth

Since 1945, Sawtooth School has served as the premier community arts school in the Piedmont Triad.

Course offerings include a variety of visual art and craft studio mediums in ceramics, drawing + painting, printmaking, photography, glass, metals, textiles, and woodworking.

Sawtooth School serves the community through the Art + Wellness and youth outreach programs, providing art experiences and education to students of all ages, skill levels, and backgrounds.

Sawtooth is a non-profit organization and funded member of the Arts Council of Winston-Salem and Forsyth County, located in the Milton Rhodes Center for the Arts in Winston-Salem.

OUR ARTS Community

- + 16 Art Studios
- + 1,000+ Classes Annually
- + Serving 7,000+ Students
- + 500+ Members
- + 13,000+ Social Media Followers
- + 19,000+ Newsletter Subscribers
- + A Beloved Network of
Community Partners
(and counting!)



SPONSOR Benefits

Title : \$25,000

Includes all the benefits from Presenting level, plus:

- + Name within event title on event materials and event website
- + Logo prominently displayed at Exhibition + Market
- + Opportunity to speak at private opening reception on Nov. 23
- + Level Exclusivity: only one title sponsorship available
- + Full page program acknowledgement on inside front cover
- + Unlimited invitations for the exhibition's private opening reception

Presenting: \$10,000

Includes all the benefits from Platinum level, plus:

- + Logo on event materials and event website as "Presented by"
- + Verbal recognition during exhibition's private opening reception on Nov. 23
- + Industry exclusivity within level
- + Full page Market program acknowledgement with premium placement
- + 14 invitations for the exhibition's private opening reception

Platinum: \$5,000

Includes all the benefits from Gold level, plus:

- + Logo linked on event materials and website
- + Recognition during the exhibition's private opening reception on Nov. 23
- + Full page program acknowledgement
- + Vendor booth during Sawtooth Spotlight: Holiday Market
- + 10 invitations for the exhibition's private opening reception

For sponsorship inquiries please contact Lauren Davis, Executive Director at 336.723.7395 ext. 1202 or executivedirector@sawtooth.org.

Scan the QR
code to
secure your
sponsorship and
pay online!



Gold : \$2,500

Includes all the benefits from Silver level, plus:

- + Logo on event materials and event website
- + ½ page program acknowledgement
- + Opportunity to provide promotional item in Market welcome bags
- + 6 invitations for the exhibition's private opening reception

Silver: \$1,000

Includes all the benefits from Bronze level, plus:

- + ¼ page Market program acknowledgement
- + 4 invitations for the exhibition's private opening reception

Bronze: \$500

Includes:

- + Name on event materials and event website
- + 2 invitations to the exhibition's private opening reception

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SAWTOOTH SPOTLIGHT 2023

Please select from the following sponsorship opportunities:

Title - \$25,000

Presenting - \$10,000

Platinum - \$5,000

Gold - \$2,500

Silver - \$1,000

Bronze - \$500

Organization/Company: _____

(Please list name as you'd like it to appear on all sponsor materials.)

Contact First Name: _____ Last name: _____

Email: _____

Address Line 1: _____

Address Line 2: _____

City: _____ State: _____ ZIP code: _____

Country: _____ Preferred Phone #: _____

Scan the QR
code to
secure your
sponsorship and
pay online!



Mail or email this form to:

Lauren Davis
c/o Sawtooth School
for Visual Art
251 N. Spruce Street
Winston-Salem, NC 27101

Phone: 336.723.7395 ext. 1202
Email: executivedirector@sawtooth.org

Sponsorship forms must be received by **Fri., Oct. 4** to be included in print materials.

Your sponsorship will be confirmed upon receipt.

For more information about Sawtooth and our Spotlight event, please visit sawtooth.org/spotlight.