

OUTBREAK

MURAL FESTIVAL | EVENT SUMMER SERIES

- *Mural No1* -

ONLY UP TEAM AND LOCAL ARTISTS

THE ART OCCASION | MAY 2ND

ONLY UP GALLERY AT PENNYWEIGHT

- *Mural 2 & 3* -

TBD

TBD

LVCBF BEER FESTIVAL | MAY 9TH

SHRINER EVENT CENTER

- *Mural 4 & 5* -

TBD

TBD

STREET FEST | MAY 17-18TH

LIVERMORE DOWNTOWN

- *Mural 6 & 7* -

TBD

TBD

ONLY
UP

MISSION

OUR MISSION IS TO CREATE
EXPERIENCE THROUGH ART,
TO EMPOWER AND EXPLORE MOVEMENT
IN CULTURAL
EXPRESSION

PARTNERS



ELEGANCE
REDEFINED



LIVERMORE
CALIFORNIA

#OUTBREAKTHEMURALFESTIVAL



MURAL FESTIVAL

AND EVENT SUMMER SERIES

OUTBREAK

4 WEEKS | APRIL 24-MAY 18

7 MURALS

3 EVENTS

LIVERMORE CA

PRODUCED AND CURATED BY

ONLY
UP



OUTBREAK

VIP SPONSORSHIP PACKAGES

\$10,000 Leonardo Da Vinci Sponsorship

- 10 VIP Tickets to the Art Occasion (\$1000 value)
 - Full scale sponsor add on Tri-fold program distributed all month at every event.
 - Independently displayed Sponsor logo on all video promotion
 - Exclusive Engraved thank you plaque on a public mural
 - Name mentioned in all media press releases.
 - Speak at Art Occasion (4 min)
 - First right of refusal for next year
 - Tagged in Social media posts with large reach. (10K +)
From influencer, Only up, or other related platforms
- Logo on Sponsor banner Attached to lift while artist is at work.
 - Logo displayed in all print and digital advertising including Only Up Website, event brochures.
 - Limited edition Canvas mural print (\$200 value)
 - Public Verbal thank-you Recognition at each event
 - Logo on all Applicable marketing material

\$5,000 Vincent Van Gogh Sponsorship

- 8 VIP Tickets to the Art Occasion (\$800 value)
 - Medium scale sponsor add on Tri-fold program distributed all month at every event.
 - Shared Engraved thank you plaque on a public mural
 - Tagged in Social media posts with large reach. (10K +)
From influencer, Only up, or other related platforms
 - Sponsor logo on all video promotion
- Logo on Sponsor banner Attached to lift while artist is at work.
 - Logo displayed in all print and digital advertising including Only Up Website, event brochures.
 - Limited edition Canvas mural print (\$200 value)
 - Public Verbal thank-you Recognition at each event
 - Logo on all Applicable marketing material

SPONSORSHIP PACKAGES

\$2,500 Keith Haring Sponsorship

- 5 VIP Tickets to the Art Occasion (\$500 value)
 - Logo on Sponsor banner Attached to lift while artist is at work.
 - Sponsor logo on 5 pieces of video promotion
 - Public Verbal thank-you Recognition at each event
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- Logo displayed in all print and digital advertising including Only Up Website, event brochures.
 - Limited edition canvas Imural print (200)
 - Sponsor add on Tri-fold program distributed all month at every event.
 - Logo on all Applicable marketing material
 - - Tagged in Social media posts with large reach. (5K +)
From influencer, Only up, or other related platforms

\$1,000 Frida Kahlo Sponsorship

- 2 VIP Tickets to the Art Occasion (\$200 value)
 - Sponsor add on Tri-fold program distributed all month at every event.
 - Sponsor logo on 1 piece of video promotion
 - Logo on all Applicable marketing material
 - - Tagged in Social media posts with large reach. (5K +)
From influencer, Only up, or other related platforms
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- Logo on Sponsor banner Attached to lift while artist is at work.
 - Logo displayed in all print and digital advertising including Only Up Website, event brochures.
 - Limited edition canvas Imural print (\$200 value)

\$500 Banksy Sponsorship

- 1 VIP Tickets to the Art Occasion. (\$100 value)
- Logo on Sponsor banner Attached to lift while artist is at work.
- Logo displayed in all print and digital advertising including Only Up Website, event brochures.
- Limited edition canvas mural print (\$200 value)

YES! PUT MY WALL IN THE OUTBREAK MURAL FESTIVAL/LIVERMORE

BUILDING OWNER _____

DATE _____

ONLY UP LLC 1911 Second St., Livermore, CA

The _____ supports the effort of 'Only Up LLC' and the selected artist to create a mural on our property at _____

We believe that the mural will be a welcomed addition to both the city and our plans for the property. _____ is willing to allow creative design direction of 'Only Up LLC' and facilitate the effort by:

• Providing Access

Lighting Power to be supplied at owners' expense for lights for the mural.

• Allowing 'Only Up LLC' and its associates to maintain mural as needed

• Provide an agreed upon solid background paint that will meet the artists needs

• 'Only Up LLC' and Trent Thompson will hold _____ harmless for any and all work done by Artist's commission by 'Only Up LLC' and Trent Thompson. It is understood that there is no employment contract implied by allowing this work and it will be the sole responsibility of 'Only Up LLC' and Trent Thompson. Liability Insurance to be required for 'Only Up LLC' to indemnify

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NOTES

NAME _____

TRENT THOMPSON

SIGN HERE _____





FIREHOUSE ART COLLECTIVE

JTM



Dear Supporter,

Only UP LLC and the City of Livermore invite you to sponsor the 1st Livermore Mural Festival & Summer series. Outbreak| The Mural Festival and corresponding events exist to create experience through art, to empower and to explore movement in cultural expression. We are excited to create an extraordinary experience to elevate and highlight the culture here in Livermore.

Please save a few dates in 2020! Throughout a four week period, we will be commissioning professional muralists to beautify the exteriors of 6 to 8 local businesses. As well as producing the artwork, Only Up LLC and its partners will be hosting and producing events, throughout the month.

The summer series will feature "The Art Occasion," the May 2nd, kickoff event at Pennyweight Craft Brewing, which includes a gallery opening and competitive painting battle. On May 9th, we are proud to partner with Livermore craft brew foundation to support the annual beer festival raising money for the Shriner foundation. The Outbreak series will culminate with a mural reveal during the Livermore Downtown street fest in partnership with Livermore downtown inc.

We look forward to setting a new bar for creative projects in the East Bay and would love for you to jump on board. We expect thousands of people to attend the events, and hundreds of thousands to witness the murals both in person and via online platforms.

We hope you love the artwork and we look forward to seeing you at one of our events. Attached you will find a list of sponsorship benefits. Thank you very much for your consideration in sponsoring Outbreak|The Mural Festival.

Sincerely,

E. Trent Thompson

<https://www.onlyupteam.com/outbreak>

