

LAKE OSWEGO

FESTIVAL OF THE ARTS

Inspiring a love of the arts since 1963!

Lakewood Center & George Rogers Park



The Lake Oswego Festival of the Arts

is an arts education event hosted by the **Lakewood Center for the Arts**, a 501(c)(3) nonprofit organization. It attracts nearly 25,000 people every year on the weekend after Father's Day.

It's inspired visitors for over 60 years.

The Lake Oswego Festival of the Arts' primary goal is arts education and the celebration of culture & community through art.



Lakewood Center for the Arts

**368 S. State Street
Lake Oswego, OR 97034
lakewood-center.org**

Welcome to the Lake Oswego Festival of the Arts!

We are thrilled to have you as part of our vibrant community that celebrates creativity, culture and the power of art. Your generous support has been the cornerstone of our success, allowing us to bring together nearly 25,000 visitors to a three-day event filled with art, music and food. Because of your sponsorship, the Festival has remained free and accessible to all for over 60 years.

At the heart of our Festival is a commitment to arts education and the enrichment of our community. Your contributions not only help us create a memorable event but also ensure that we continue to provide invaluable educational opportunities and foster a deeper appreciation for the arts.

As we reflect on the incredible impact of this year's Festival, we extend our deepest gratitude to our current sponsors. Your partnership has made a profound difference, and we are excited to share the stories and successes that your support has made possible.

To those considering joining us as future sponsors, we invite you to become a vital part of our mission. Together, we can inspire, educate, and bring joy to countless individuals through the universal language of art. The benefits of sponsorship extend beyond the Festival weekend, offering you a unique platform to connect with our diverse and engaged audience.

Thank you for your unwavering support and belief in the transformative power of art. We look forward to continuing this incredible journey with you and creating even more unforgettable experiences in the years to come.

With heartfelt appreciation,

The Lake Oswego Festival of the Arts Steering Committee

TABLE OF CONTENTS

Welcome	2
2024 Sponsors	4
Exhibit Overview	6
Festival Music	7
Youth Outreach	8
Media	9
Statistics	11
Artist Testimonials	13
Our Budget	15
Sponsor Needs + Benefits	16
Sponsor Levels	17
In-Kind Support	18





PLATINUM PATRONS



RENAISSANCE
HOMES

ARTISTIC ADVENTURERS



Mercedes-Benz
of Wilsonville



INSPIRATION INVESTORS

*Richard & Ellen
Buchanan*

DRS. BILL &
RICKY KORACH



*Ed & Joann
Frankel*



EXPRESSION ENTHUSIASTS



SIMPLY POSH
+ Posh Jewelers



MEDIA SPONSORS



LakeOswego
Review



pdx|parent



IN KIND SUPPORTERS



COMMUNITY SUPPORTERS



Affordable Rving | Oregon Association Of ESD | Youth Music Project | Arts Council Of Lake Oswego | L.O. Parks & Recreation | Nicoletta's Table | Port Of Portland | Lake Oswego School District | Lake Oswego Public Library | Oswego Heritage House | Oregon Society Of Artists | Sitka Center For Art | Minuteman Press | Kiwanis | National Charity League | National League of Young Men





CLOCKWISE FROM TOP LEFT: 1) A STUDENT STANDS WITH THE IMAGINARY ANIMAL THEY CREATED AND PROFESSIONAL ARTIST, MARCIA JEGLUM, WHO REINTERPRETED THE STUDENT'S WORK. 2) VISITORS ROAM THE BOOTHS AT ART IN THE PARK. 3) A STUDENT SHOWS OFF A CREATION SHE MADE AT THE FESTIVAL'S YOUTH ACTIVITY TENT. 4) BRADLEY LAWRENCE, JURIST FOR MY HAPPY PLACE, CHECKS OUT THE EXHIBIT AT THE PATRON PREVIEW PARTY. 5) ART IN THE PARK DRAWS THE CROWDS ALL WEEKEND. OPPOSITE PAGE: TEKLEMARIAM ZEWDIE, ETHIOPIAN ARTIST, STANDS WITH MEMBERS OF OPEN HEARTS BIG DREAMS, INCLUDING FOUNDERS ELLENORE ANGELIDIS AND LEYLA ANGELIDIS



2024 LAKE OSWEGO FESTIVAL OF THE ARTS EXHIBITS

The Imagination Menagerie

A fusion of children's creativity and professional artists' talent, showcasing fantastical creatures and vibrant, abstract realms.

THE DEE DENTON GALLERY

Collaboration with Open Hearts Big Dreams, a non-profit foundation creating books to promote literacy in Ethiopia. Featuring original illustrations by 17 artists who created a book on Ethiopian Dances.

ART IN THE PARK

Fine arts show in George Rogers Park with over 100 new and returning artists, featuring traditional, contemporary, and emerging work of diverse mediums.

MY HAPPY PLACE: A SMALL WORKS SHOW

Artists present their "Happy Place," offering a journey through realms of inspiration and tranquility.

THE JOAN ELIOT SAPPINGTON GALLERY

Ten juried students exhibit and sell their work as professionals for the first time on the main floor of the Lakewood Center.

The open show express

Over 100 artists and local nonprofits showcase their work in the big white pavilion tent in Lakewood's parking lot.

THE OPENSHOW ALL-STARS

13 past Open Show award winners exhibit their latest creations in the main hallway of Lakewood Center.

THE YOUTH GALLERY

Vibrant art from students across 22 schools, displayed in the downstairs area of Lakewood Center.

2024 FESTIVAL MUSIC

Robert Henry & The Repeaters Jacquie Roar

Norman Sylvester | 3 Leg Torso

LaRhonda Steele | Dan Balmer

Joni Harms | Lisa Mann

John Bunzow | Tom Stroud

Stew Dodge & The Barbecue

Orchestra | Rhys Phillips

Mike Winkle Jazz Trio

“Conversation”

Portland Vanguard Big Band



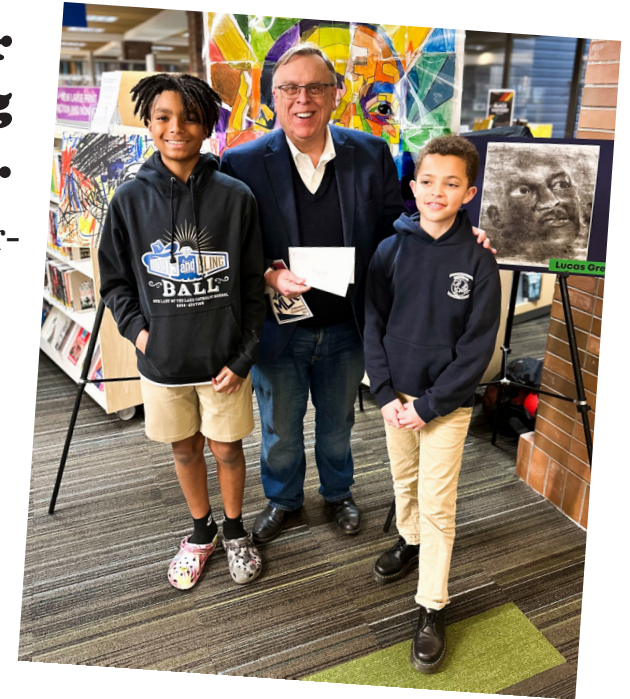
Scan the QR code to
find our 2024 playlist
on Spotify!



Inspiring future artists: the Festival works all year long to realize Lakewood Center's goal of inspiring a love of the arts through community engagement.



In 23/24 the Festival hosted several workshops at under-served Oregon schools, an MLK Jr. poster contest, and proudly sponsored the Clackamas Education Service District's Regional Art Show. The Festival also provides opportunities to young artists through the Joan Eliot Sappington Gallery and the Youth Gallery, where many students get their first shot at exhibiting art. Kids will also find unique hands-on activities, story time and free theatre performances.



TOP LEFT: FESTIVAL ARTIST ATTICUS PERRY AND LINDA BROWN AT THE CESD REGIONAL ART SHOW. TOP RIGHT: LUCAS AND ZACHARY GREEN, MLK POSTER CONTEST WINNERS, STAND WITH ANDREW EDWARDS AT THE LAKE OSWEGO PUBLIC LIBRARY MLK EVENT. BOTTOM LEFT TO RIGHT: STUDENTS AT KRAXBERGER JR HIGH LEARN ABOUT SYMBOLISM THROUGH A CYANOTYPE WORKSHOP, A YOUNG STUDENT MAKES A MEXICAN MIRROR IN THE FESTIVAL'S YOUTH TENT, PRESCHOOL STUDENTS FROM NORTH POWELLHURST PRESCHOOL PARTICIPATE IN THEIR OWN ART IN THE PARK, A STUDENT POINTS TO THEIR IMAGINARY ANIMAL IN THE FEATURED EXHIBIT.





OUR MEDIA SPONSORS KEEP US IN THE PUBLIC'S IMAGINATION.

According to our survey, 40% of visitors learned about the Festival from digital media, including Instagram posts, online articles and email blasts. Over 30% cited billboards and signs- such as the one placed on Macadam, as their source of awareness.

These partnerships not only promote the Festival's unique offerings, such as art exhibitions and live music, but also foster community engagement by sharing stories about participating artists, musicians, and vendors. This narrative approach connects the community with the event, encouraging greater participation and support.

For our sponsors, media coverage provides valuable exposure, showcasing their support for the arts and community initiatives while building brand loyalty and goodwill. Additionally, effective media sponsorships drive attendance and sales, benefiting vendors and local businesses by attracting a diverse and enthusiastic crowd.





FEATURED

Photos: Artists show imaginative spirit at Lake Oswego art festival

Corey Buchanan Jun 24, 2024 Updated Jun 25, 2024



The 61st annual Lake Oswego Festival of the Arts, which took place at George Rogers Park and the Lakewood Center for the Arts June 21-23, showcased the boundlessness of creativity.

The theme of the event was “Imagine That” and it included a featured exhibit, “Imagination Menagerie,” where artists created works inspired by children’s art. There was also an exhibit where artists utilized elements of Ethiopian culture, music from the likes of Robert Henry & the Repeaters and The Voice finalist Jacquie Roar, a performance of “Robin Hood” by the Missoula Children’s Theatre, many artist booths and more.

The event was put on by the Lakewood center and attracted over 21,000 people. Lakewood Executive Director Andrew Edwards said the nice weather was a boon for the event and he highlighted the music lineup and youth exhibits as especially popular.

“We made extensive outreaches throughout the county and the Portland area to have youth exhibits this year focusing on the Imaginarium. That generated a huge response when we did our youth award ceremony on Saturday. We were quite pleased with the number of people who brought their families to see what their students had done and the awards that were won,” Edwards said.

Edwards said a record amount of artwork was sold (over 200 pieces) and added that more than 450 volunteers helped put on the event. He posited that the festival is the signature event in Lake Oswego.

“I think it (the amount of volunteers) speaks highly of how beloved the festival is. It really kicks off the summer,” he said.

OPPOSITE PAGE LEFT: SINGER JACQUIE ROAR WITH 98.7 THE BULL’S JAKE BYRON | PAMPLIN MEDIA’S LO MONTHLY, LAMAR PDX BROCHURE RACK, GRAPEVINE DIGITAL BILLBOARD | THIS PAGE, TOP LEFT: GRAPEVINE OUTDOOR BILLBOARD ON MACADAM AT THE I-5 ON-RAMP | BOTTOM LEFT: PDX PARENT INSTAGRAM SPOTLIGHT RIGHT: PAMPLIN MEDIA COVERAGE OF THE FESTIVAL



By the numbers:



professional and emerging artists participated in exhibits





A look at the Festival's community impact.

448

**WORKS OF ART
FROM 22 SCHOOLS
IN THE YOUTH
GALLERY**

26%

**OF ATTENDEES
IDENTIFIED
AS A RACE
OTHER THAN WHITE**

58%

**OF FESTIVAL-
GOERS LIVE
OUTSIDE OF
LAKE OSWEGO**

54%

**EAT AT LOCAL
LO RESTAURANTS
28% SHOP AT
LOCAL LO STORES**

40%

**OF ATTENDEES
WERE FIRST TIME
VISITORS TO THE
FESTIVAL**

72%

**COME TO THE
FESTIVAL TO SEE
AND BUY
THE ART**

Data based on responses to exhibit application questions and the Festival Survey, an annual poll conducted at Lakewood Center and George Rogers Park over the Festival weekend. Data collected and analyzed by Noel J. Klein.

YOUR SUPPORT MATTERS.

Festival sponsors motivate, encourage, and inspire. They open doors and build community.

But you don't have to take our word for it, here is first-hand testimony to the impact the Lake Oswego Festival of the Arts has on artists.

I was really surprised (to see my animal in the exhibit). When I got there I wasn't expecting to see, I mean, I knew it got on a canvas but I didn't think it would be like everywhere. I was just so so surprised and amazed (to see Erik's interpretation). I thought it was really creative. It was really cool how he combined a bunch of different time periods and all the colors he used.

-Everett Dodd, 5th grade student, Imagination Menagerie, pictured on the right.

As a participant in the 2024 Lakewood festival I have to say how excited I was to answer the call for artists you put out about the Imagination Menagerie. As anticipated it was an imaginative and free sharing of interpretation that linked all ages and levels of artists and their families.

-Erik Sandgren, artist, The Imagination Menagerie





Creating art has, in reality, been a search for conversation, communicating, and connecting, and that is exactly a part of what the Festival represents. The way it provides so many youth opportunities has given a voice to many students who also feel the need to speak up.

-Lilly Horn, artist, Joan Eliot Sappington Gallery. Lilly's award-winning work, *Secretary Bird*, is featured left.

As an emerging artist I am blown away with what a fantastic event Lake Oswego Festival of the Arts is for artists! Every detail is thoughtfully planned, artists and patrons well cared for, a high quality event to be proud of!

-Marlowe and Max, Art in the Park artist, artwork pictured right

Through this gallery I have been given opportunities that I would not have received otherwise. The wonderful staff helped guide me and my peers through this experience and give us all the support we needed to be successful. Thanks to the Joan Eliot Sappington Galley, I can now consider myself a professional artist!

-Noel Hildenbrand, artist, Joan Eliot Sappington Gallery





Our \$350,000 annual operating budget is managed by the Lakewood Center for the Arts, with oversight from a finance subcommittee composed of business leaders.

Half of our income is generated from events and programs, while the remaining 50% relies on contributions from businesses, foundations, and civic organizations.

This underscores the critical need for sponsors like you to sustain our operations and continue providing valuable artistic experiences.

WE NEED YOUR HELP TO KEEP THE FESTIVAL FREE FOR ALL.

We invite your esteemed organization to join us as a sponsor. Your support will help us continue our mission and nurture a vibrant arts scene. Together, we can create a lasting legacy of artistic excellence.

Financial Support: Generous sponsors help us fund exhibits, curator stipends, awards, music acts, and supplies, enhancing artistic quality and promoting accessibility.

Goods Donations: We're looking for sponsors to donate significant quantities of goods, from zip ties to reception food and beverages, to help reduce our expenses.

Volunteer Support: With over 500 volunteers needed to run the Festival smoothly, we welcome our sponsor's employees to volunteer with us. They can even wear corporate logos, providing additional visibility for your company.

WHAT WE OFFER:

HIGH VISIBILITY:

Your organization's logo will be prominently displayed on festival materials, including banners, signage, and promotional materials, offering valuable exposure to a diverse and engaged audience.

EXCLUSIVE VIP ACCESS:

Enjoy VIP treatment with tickets to our exclusive Patron Preview Party and reserved seating for live music.

COMMUNITY SUPPORT:

Showcase your commitment to the local community by supporting an event that fosters creativity, cultural appreciation, and community interaction.

BROAD PROMOTION:

Benefit from our active promotion partnerships, including television, radio, social media, and website recognition, reaching a broader and more connected audience.

POSITIVE IMPACT:

Be part of an event that enriches lives and supports the arts, leaving a positive and lasting impression on the community.

**“At Pacific
West Bank, we
feel it is vitally
important
to support
our local
communities
where we live
and work.
Supporting
“local” makes us
all stronger!”**

Carol Warneke
Senior Vice President,
Business Development Officer
Pacific West Bank

**\$20,000
AND BEYOND!**

PLATINUM PATRONS

You will be recognized extensively on our main stages and throughout Festival signage and advertising. Your support goes toward our greatest expenses, such as pavilion tents and Art in the Park.

\$15,000

DREAM DESIGNERS

Your name will appear on large banners in one of our pavilion tents, as well as through Festival advertising. Your support helps us secure amazing musical acts or stage our Open Show exhibit.

\$10,000

ARTISTIC ADVENTURERS

You'll receive recognition on our shuttle buses, as your support goes to offset the cost of the free shuttles that bring Festival attendees to the Festival all three days.

\$7,000

CREATIVE COLLABORATORS

You bring our Featured Exhibit to life! Your logo will be displayed in the Featured Exhibit, as well as any of the advertising we do for that exhibit.

\$5,000

CULTURAL CURATORS

Look for recognition in one of our unique exhibits, such as the Dee Denton Gallery, the Open Show Express or our small works show. Your funding helps us stage the shows and provide stipends for curators.

INSPIRATION INVESTORS

Help us bring the fun to art lovers of all ages. Your sponsorship helps us create exciting activities in our Youth Tents, feed artists at receptions, and keeps our volunteers hydrated. You'll receive recognition in the area you fund.

\$2,500

EXPRESSION ENTHUSIASTS

Help support the behind the scenes. Your contributions goes toward hiring crew members, food and water for the artists, and supplies. You'll receive recognition in the area you fund.

\$1,000

IN-KIND SUPPORT

Water! Zip ties! Snacks! The Festival needs a lot of supplies each year to build exhibits, nourish volunteers, and hold meetings. Please scan the QR code to check out our in-kind deck and learn how you can support us with donated goods.



To ensure your brand's presence on our promotional materials, please confirm your sponsorship by April 1st, 2025. This date is crucial due to our printing deadlines, and it guarantees your inclusion in all printed and digital promotional materials.

To join us as a sponsor, simply contact us at festival@lakewood-center.org. We look forward to partnering with you to make this Festival a memorable and successful event!

“Flow believes that creativity is essential for building not only beautiful futures, but also vibrant communities. Together, we can build a foundation that celebrates art and creativity in our community.”

Verrill Beaudro
Founder
Flow Roofing



LAKE OSWEGO'S PREMIER COMMUNITY EVENT

The Festival utilizes the help of over 500 volunteers, including a 50 person Steering Committee.

LAKWOOD CENTER FOR THE ARTS | 368 S. STATE STREET LAKE OSWEGO, OR 97034 | LAKWOOD-CENTER.ORG