



**COLOR
THE WORLD
GALA 2026**

With A Touch of Lavender

MONDAY, MARCH 23, 2026

**Old Town Artisan Studios & Lavender Bistro
Calle Barcelona, La Quinta
5:30 pm**

**BENEFITING
Old Town Artisan Studios
(OTAS)
501 (c)(3) Nonprofit**

Shaping Hearts and Minds Through Art



Dear Friends,

At OTAS, our purpose is to ensure that everyone—regardless of age, ability, or financial condition—has access to the healing power of art.

Our “why” begins with our founder, Victory Grund, who discovered how art could transform a life during a time of profound personal tragedy. When hope seemed lost, creativity became her lifeline. Together with her husband Richard, Victory turned that experience into a vision: to create an inspirational community space where transformation feels not just possible, but inevitable. In 2009, that vision became Old Town Artisan Studios (OTAS)—a nonprofit 501(c)(3) filled with empathy, support, and care, where healing begins and transformation unfolds.

From day one, the therapeutic nature of art has been our foundation. Through partnerships with local organizations, we provide art classes to individuals with special needs, seniors, veterans, and students of all ages—many of whom would not otherwise have the opportunity.

On Monday, March 23, 2026, we invite you to join us at **Color the World – with a Touch of Lavender**, our bi-annual gala to raise critical funds for art education and outreach across the Coachella Valley.

Your sponsorship or ticket purchase will directly help us meet the growing need for accessible, transformative art programs—especially for the underserved. In addition to recognition on OTAS marketing materials and the opportunity to connect with 300+ high-capacity donors, business leaders, and community influencers, your support is a meaningful way to confirm your commitment to our community while strengthening your brand presence. Your contribution is also a charitable gift (EIN: 26-4437263) that will have a tangible, lasting impact.

To learn more about our mission and the people we serve, visit oldtownartisanstudios.org or stop by our campus to experience the magic for yourself.

With warm regards and gratitude,

A handwritten signature in black ink that reads "Peggy Schulz".

Peggy Schulz
Director of Development





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2026 SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR \$45,000 (EXCLUSIVE)

- Two VIP tables of (10) guests
- Premier table placement
- Recognition as the Title Sponsor for the gala in all event marketing materials including digital, print, and broadcast media, invitation (deadline for inclusion 12/31/25), website, and signage
- On-stage recognition as the Title Sponsor
- On-screen recognition as the Title Sponsor

PRESENTING SPONSOR \$25,000

- One VIP table of (10) guests
- Premier table placement
- Recognition as a Presenting Sponsor for the gala in all event marketing materials including digital, print, and broadcast media, invitation (deadline for inclusion 12/31/25), website, and signage
- On-stage recognition as a Presenting Sponsor
- On-screen recognition as a Presenting Sponsor

PLATINUM SPONSOR \$15,000

- One preferred table of (10) guests
- Recognition as a Platinum Sponsor for the gala in all event marketing materials including digital, print, and broadcast media, invitation (deadline for inclusion 12/31/25), website, and signage
- On-stage recognition as a Platinum Sponsor
- On-screen recognition as a Platinum Sponsor

GOLD SPONSOR \$10,000

- One preferred table of (10) guests
- Recognition as a Gold Sponsor for the gala in all event marketing materials including digital, print, and broadcast media, invitation (deadline for inclusion 12/31/25), website, and signage
- On-stage recognition as a Gold Sponsor
- On-screen recognition as a Gold Sponsor

SILVER SPONSOR \$5,500

- One preferred table of (10) guests
- Recognition as a Silver Sponsor for the gala in all event marketing materials including digital, print, and broadcast media, invitation (deadline for inclusion 12/31/25), website, and signage
- On-stage recognition as a Silver Sponsor
- On-screen recognition as a Silver Sponsor

TABLE HOST \$4,500

- One table of (10) guests
- On-screen recognition as a Table Host



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2026 EXCLUSIVE OPPORTUNITIES

DINNER SPONSOR \$20,000 (EXCLUSIVE)

- One VIP table of (10) guests
- Premier table placement
- Recognition as the Dinner Sponsor for the gala in all event marketing materials including digital, print, and broadcast media, invitation (deadline for inclusion 12/31/25), website, and signage
- On-stage recognition as the Dinner Sponsor
- On-screen recognition as the Dinner Sponsor

RECEPTION SPONSOR \$15,000 (EXCLUSIVE)

- Recognition as the Reception Sponsor for the gala in all event marketing materials including digital, print, and broadcast media, invitation (deadline for inclusion 12/31/25), website, and signage
- One preferred table of (10) guests
- On-stage recognition as the Reception Sponsor
- On-screen recognition as the Reception Sponsor

EVENT DÉCOR SPONSOR \$15,000 (EXCLUSIVE)

- Recognition as the Event Décor Sponsor on website and signage
- One preferred table of (10) guests
- On-stage recognition as the Event Décor Sponsor
- On-screen recognition as the Event Décor Sponsor

WINE & SPIRITS SPONSOR \$8,500 (EXCLUSIVE)

- Recognition as the Wine & Spirits Sponsor on website and signage
- One preferred table of (10) guests
- On-stage recognition as the Wine & Spirits Sponsor
- On-screen recognition as the Wine & Spirits Sponsor

INVITATION SPONSOR \$7,500 (EXCLUSIVE)

- Recognition as the Invitation Sponsor on website and signage
- One preferred table of (10) guests
- On-stage recognition as the Invitation Sponsor
- On-screen recognition as the Invitation Sponsor

BID PADDLE SPONSOR \$7,500 (EXCLUSIVE)

- Recognition as the Bid Paddle Sponsor on website and signage
- One preferred table of (10) guests
- Printed logo or name on back of every bid paddle at the gala
- On-stage recognition as the Bid Paddle Sponsor
- On-screen recognition as the Bid Paddle Sponsor

VALET PARKING SPONSOR \$6,500 (EXCLUSIVE)

- Recognition as the Valet Parking Sponsor on website and signage
- One preferred table of (10) guests
- On-stage recognition as the Valet Parking Sponsor
- On-screen recognition as the Valet Parking Sponsor



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☐ Yes, I Would Like to Support Old Town Artisan Studios for this very special event.

SPONSOR LEVELS

- ☐ Title Sponsor \$45,000 (Exclusive)
- ☐ Presenting Sponsor \$25,000
- ☐ Platinum Sponsor \$15,000
- ☐ Gold Sponsor \$10,000
- ☐ Silver Sponsor \$5,500
- ☐ Table Host \$4,500

EXCLUSIVE OPPORTUNITIES

- ☐ Dinner Sponsor \$20,000 (Exclusive)
- ☐ Reception Sponsor \$15,000 (Exclusive)
- ☐ Event Décor Sponsor \$15,000 (Exclusive)
- ☐ Wine & Spirits Sponsor \$8,500 (Exclusive)
- ☐ Invitation Sponsor \$7,500 (Exclusive)
- ☐ Bid Paddle Sponsor \$7,500 (Exclusive)
- ☐ Valet Parking Sponsor \$6,500 (Exclusive)

METHODS OF PAYMENT

Charge My

- ☐ Visa ☐ Mastercard
- ☐ Discover ☐ Amex

Card # _____

Exp: _____ Security Code _____

- ☐ Enclosed is my check payable to Old Town Artisan Studios
- ☐ I donated online at oldtownartisanstudios.org

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

☐ Billing address is above or Billing Zip is _____