Great Opportunities at San Diego’s Most Innovative Arts & Culture District!
About NTC Foundation
NTC Foundation was established in 2000 as a 501(c)(3) nonprofit to enrich the lives of San Diegans by renovating historic buildings from the shuttered Naval Training Center and creating, facilitating and operating ARTS DISTRICT as a 100-acre creative district. Visitors experience the arts, culture, creativity and cuisine that are the hallmarks of the San Diego region and enjoy innovative experiences in a historic setting at Liberty Station.

Thanks to your sponsorship support, NTC Foundation is working to advance ARTS DISTRICT Liberty Station as:

- A center for arts, culture and creativity that offers innovative experiences to both residents and visitors.
- A creative hub for San Diego’s nonprofits and artists.
- A dynamic destination for children and families.
- A historical showcase that honors our city’s Navy heritage.
ABOUT ARTS DISTRICT LIBERTY STATION

About ARTS DISTRICT Liberty Station
ARTS DISTRICT Liberty Station is San Diego’s largest Arts & Culture District located in historic buildings at the former Naval Training Center in the Liberty Station neighborhood. With 100 park-like acres, the ARTS DISTRICT is home to nearly 145 museums and galleries, artist studios, dance companies, fine dining, creative retail and other organizations that showcase San Diego’s creative community and provide innovative experiences for the public. Over 2.2 million people visit Liberty Station each year.*

*Data Provided by Pacer Labs Inc. – Feb 2021 – Jan 2022
EMERGING DANCE ARTIST STUDIO PROGRAM

In 2019, the NTC Foundation successfully launched the Emerging Artist Studio Program, which provided studio space for one year to San Diego college graduates who are nominated by faculty and have a degree in art. At ARTS DISTRICT they work alongside other professional artists, engage with the art-buying public, increase sales, ‘cut their teeth’ on running their artist studio as a business, and participate in co-operative marketing and promotion programs.

In 2022, we are expanding to an Emerging Dance Artist Studio Program to foster an emerging San Diego/Southern Baja Region dancer, company, or collective selected by a review panel. They are provided with a studio space for one year to give them the opportunity to participate in a creative environment alongside other professional dance companies at the ARTS DISTRICT’S Dorothea Laub Dance Place. The initiative is designed to help them build their career in the San Diego region.

“Having a studio at the ARTS DISTRICT has allowed me to form new relationships with fellow artists and members of the art community in the San Diego area. Many local creatives have provided a firm foundation for the beginning of my art career.”
– Nina Montejano, 2019 Emerging Artist (Nina’s Website)

“I am thrilled that we are offering an emerging San Diego region dancer/choreographer the opportunity to flourish and grow in a free studio located alongside four professional dance companies in San Diego’s premiere dance building.”
– Victoria L. Hamilton, NTCF Board

SPONSOR BENEFITS & RECOGNITION

• Studio Nameplate with Sponsor Name
• Dedicated PR Pitch with Sponsor Name
• Opportunity to Meet Your Sponsored Dance Studio Artist(s)
• Recognition on dance artist’s website
• Opportunity to speak prior to a Public Performance
• Acknowledgment on Social Media and on NTCF Website
• Dedicated email blast with sponsor recognition

$10,000 for One Year
Now in its 4th year, the ARTS DISTRICT Collaborative was developed to encourage collaboration among tenants at ARTS DISTRICT as well as with regional creatives and community groups.

Collaborations support new opportunities that result in unique programs for the public to reawaken their creativity. An ARTS DISTRICT Collaborative Committee selects projects to move forward with staff oversight, PR support and catalyst funds.

ARTS DISTRICT Collaborative positions ARTS DISTRICT Liberty Station as San Diego’s most innovative Arts & Culture destination.

Collaborative and Past Collaborations Link

**SPONSOR BENEFITS & RECOGNITION**

- $5,000 will fund 2 - 3 programs
- $2,500 will fund 1 - 2 programs
- $1,000 will fund 1 program

- Name/Logo Inclusion on Promotional Material
- Social Media and Website Acknowledgment
- Dedicated Email Blast With Logo Included
- Sponsor mentioned in all PR and written promotions
- Opportunity to distribute collateral at ARTS DISTRICT

---

San Diego’s Most Innovative ARTS Destination
Liberty School gives underserved students, many from military families, access to the arts education they don’t have access to in their school. An exposure to the arts helps children process emotions, teaches critical thinking and enhances their ability to learn. Students come to ARTS DISTRICT to take classes with professionals in the fields of photography, dance, art, music, playwriting and more at no charge to the students or the schools. [Liberty School Link](#)

“We have participated in Liberty School for 15 years. We work closely with coordinators and instructors to continue to expose students to new and exciting activities that build on each other. It is a huge asset to our in-school programs and our students.”

– Tanya McMillin, Dewey Elementary Principal

---

**Annual Sponsor**

- Dedicated PR Pitch about Liberty School with Sponsor Name
- Opportunity to Distribute Collateral
- Acknowledgment on Social Media and on NTCF Website
- Invitation to Attend Final Project Observation Event
- Opportunity to Speak at a Development Luncheon

$25,000

**School Sponsor**

- Opportunity to Distribute Collateral at ARTS DISTRICT
- Acknowledgment on Social Media and on NTCF Website
- Invitation to Attend Final Project Observation Event

$8,000

**Class Sponsor**

- Opportunity to Distribute Collateral at ARTS DISTRICT
- Acknowledgment on Social Media and on NTCF Website

$1,000
INSTALLATIONS AT THE STATION

Public art has been a part of ARTS DISTRICT Liberty Station for several years. Public art is designed to attract visitors, create a sense of place and provide insight into the historical and cultural essence of the San Diego-Baja border region. These widely diverse, site-specific outdoor art installations will continue to help transform the historic 100-acre former Naval Training Center site into a thriving arts and culture destination for the community.

Installations at the Station Link

INSTALLATIONS AT THE STATION

- On Site Signage Sponsor Recognition
- Collateral (Campus Map) Acknowledgement
- Name/Logo on Promotions and Communication about the Program
- Dedicated Email Blast with Logo Included
- Acknowledgment on Social Media and on NTCF Website
- Opportunity to Distribute Collateral at ARTS DISTRICT

$15,000

San Diego’s Most Innovative ARTS Destination

Tessellation - Artist Jason X. Lane
Transcending Perception - Artist Josemar Gonzalez
Archive & Witness - Artist Trevor Amery
The project *Tied* honors the history of the Naval Training Center and service members by using the traditional fiber art techniques and macramé as a nod to US Navy’s skill in knotting and rigging methods.

It utilizes the three common knots learned by the new Recruits for rigging: square knot, clove hitch, and bowline. Though these knots were traditionally learned for utilitarian and a functional purpose, the project honors the skill in an aesthetic and dignified manner.

Iconography In the project *Tied*, the five-pointed star is prominent and the primary emphasis of the work. Usually reserved for Admirals, the five-pointed star in this project honors those who have all served across all military branches. The tapestry composition respectfully accentuates the building’s Spanish Colonial Revival Style architecture. It strives to compliment the building rather than hide its unique and historical structure.
OUTDOOR MUSIC SERIES

Our Outdoor Summer Music Series features an amazing roster of local musicians that appeal to music lovers of all ages. Guests are invited to wander and explore the ARTS DISTRICT and enjoy FREE outdoor musical performances by local artists happening the First Friday in July, August, September and October from 5 - 8 PM in the Carruth Cellars Patio located between Barracks 17 and Barracks 19.

SERIES SPONSOR
(One Available)
• Logo inclusion on all email, social and digital marketing.
• Opportunity to place free standing signage around the performance area
• (1) tabletop space at all musical performances.
$3,500

ARTIST SPONSOR
(Four Available)
• Logo/name inclusion on social media posts, website and other digital materials (newsletter and emails)
• Opportunity to place a free-standing banner on site during the performance
• (1) tabletop space at sponsored event.
$1,000

San Diego’s Most Innovative ARTS Destination
PROGRAM DEMOGRAPHICS

5,900+
Email Database

12,400+
Facebook Followers

4,000+
Instagram Followers

Visitors Are Inspired to Come Back

Visitors Come From All Around the County

Point Loma [14%]
Central San Diego [32%]
North County [19%]
Los Angeles [3%]
East County [16%]
Coastal [15%]
Unknown [26%]

Broad Appeal Across Age Demographics

36-45 years [21%]
22-35 years [33%]
46-55 years [16%]
55+ years [25%]
Under 21 [15%]

Military Connection

Returning Visitors to ARTS DISTRICT Liberty Station [65%]
First-time Visitors [35%]
Visitors with a military connection [26%]
Visitors without a military connection [67%]

San Diego’s Most Innovative ARTS Destination
A POPULAR DESTINATION – 2,000,000 VISITORS A YEAR!

San Diego’s Most Innovative ARTS Destination
**ARTS DISTRICT TENANTS**

**Arts & Education**
- AG Ambroult
- Anderson & Gaskill Design Studio
- Anneville Studios
- Anne Gaffey Art
- Apt 4 Music
- Art in Flexion/Sophia Isadora
- Academy of Circus Arts
- Artist Leslie Pierce/And Something Different Studio
- Banyan Tree Learning Center
- Bilingual Kids
- Bouhdy Art
- California Ballet School
- Canela Photography
- Catherine Carlton Art
- Coastal Dwelling
- Debinko Design Studio
- EAS Art Studio
- Filipino Kali Academy
- FIVE Art
- FORTUNE
- HakkaI Aquascapе Gallery
- Judy Mandel Art
- June Rubin Studio
- Karen Jones Art
- Kid Ventures Preschool
- Lauren LeVieux Artist Studio
- Lisa E. Fine Art
- Light Box Live Arts
- M. Fischbeck Studio Gallery
- Malashock Dance
- Mi Gallery, Tu Gallery
- Milk Oolong Studio
- Mockingbird Improv
- Monart School of Art
- Navy Chief Joe Pisano
- New Americans Museum
- Nina Montejano Artist Studio
- Okun Studio
- Optika Moderna
- Outside the Lens
- Paul Dean Loft/Gallery
- Rekindle Pottery
- Sacred Point Tattoo
- San Diego Art Academy
- San Diego Ballet
- San Diego Craft Collective
- San Diego Dance Theater
- San Diego Watercolor Society
- San Diego Writers, INK
- Sit, Stay, Smile Pet Photos
- Songbirds Music
- Susan Salazar & Lisa Bryson, Artists
- Theatre Arts School of San Diego
- The Art of MVP
- The Llama Tribe
- The Night Sky
- The Rosin Box Project
- Treehouse Academy
- Veltz Fine Art
- Verre Designs
- Visions Art Museum
- Wendy Hamilton Art
- Young Lions Jazz Conservatory

**Shop**
- Apricot Yarn & Supply
- Fisherman’s Processing
- Gilmore Family Jewelers
- Imperfects
- La Galleria
- Moniker General
- Pigment
- Pinot’s Palette Liberty Station
- Point Loma Tea
- Scout Fine Jewelry
- Thatch Jewelry Showroom
- The Hot Spot

**Health**
- Fitness Together
- If I Was a Bird Yoga Studio
- Performing Arts & Athletic Restorative Training Specialists
- Point Loma Pediatrics
- Spark Cycle

**Dining**
- Breakfast Republic
- Chi Chocolat & Banyan Café
- Con Pane Rustic Breads & Cafe
- Corvette Diner & Gamer Garage
- Dirty Birds Bar & Grill
- Liberty Public Market
- Moniker General
- Officine Buona Forchetta
- Slater’s 50/50
- Solare Ristorante
- Stone Brewing World Bistro & Gardens
- The LOT
- The Loma Club
- The Presley

**Office**
- Arch5 Design Studio
- Boys & Girls Foundation
- Brandiose
- California Southern SBDC
- California State Parks
- CoTA- Collaborations: Teachers & Artists
- Emilio Nares Foundation
- Help U Buy
- Hire Heroes USA
- KIT: Kids Included Together
- KMA Architecture
- LHPH Capital
- Maritime Alliance
- Metron Inc.
- Mission Edge
- Moniker Commons
- Moniker Events
- Moniker General
- NTC Foundation
- Reading Legacies
- San Diego Brain Injury Foundation
- San Diego Filipino Cinema
- San Diego International Airport Quiet Home Program
- San Diego Watercolor Society
- The Clarity Foundation
- The Energy Coalition
- USO
- Walkabout International
2022 SPONSORSHIP ACCEPTANCE FORM

☐ ARTS DISTRICT Emerging Dance Artist Studio ................................................................. $10,000
☐ ARTS DISTRICT Collaborative
  ☐ Gold Sponsor .................................................................................................................. $ 5,000
  ☐ Silver Sponsor ................................................................................................................ $ 2,500
  ☐ Bronze Sponsor .............................................................................................................. $ 1,000
☐ Liberty School (Annual) .................................................................................................. $25,000
  ☐ Liberty School (School) ................................................................................................ $ 8,000
  ☐ Liberty School (Class) ................................................................................................... $ 1,000
☐ Installations at the Station ............................................................................................... $15,000
☐ Outdoor Music Series ...................................................................................................... $1,500- $3,500

RESERVE YOUR SPONSORSHIP by CLICKING the Links Above, or, COMPLETE and return the information below.

SPONSOR NAME ____________________________ will make a $__________ contribution to the NTC Foundation as a sponsor. In exchange, the NTC Foundation extends all benefits of sponsorship as outlined in the Sponsor Package. The pledge is ☐ enclosed, ☐ will be fulfilled by ________ (date).
I cannot sponsor this year, but here is my tax-deductible contribution of $________
Payable to: NTC Foundation- 2820 Roosevelt Road Ste. 201, San Diego, CA 92106

CONTACT FOR BENEFITS
Name: ______________________________________ Phone: ____________________________
Address: __________________________________________________________________________
Email: ____________________________________________________________________________

ACKNOWLEDGED BY
Signature: ____________________________ Date: ________________________

2820 Roosevelt Rd. Suite 201 San Diego, CA 92106 • 619.573.9300 • NTCFoundation.org • ArtsDistrictLibertyStation.com
Dedicate a Rosebush to Someone You Love
Honor your loved one, celebrate a wedding, or commemorate an anniversary with a gift that symbolizes love, commitment, and perseverance. Dedicate a beautiful rosebush in the Sybil Stockdale Rose Garden in the heart of ARTS DISTRICT Liberty Station. A commemorative plaque with your personal message will be placed adjacent to your designated rosebush. You can visit the garden anytime and remember your loved one. This is a limited opportunity with only 25 tribute rosebushes remaining.

$500

Commemorative Bench – North Promenade
The ARTS DISTRICT’s expansive North Promenade is a gathering place for the community, a home to concerts, events and outdoor art installations, and a place to reflect and repose. NTC Foundation is offering an opportunity to dedicate one of the 24 benches lining the North Promenade with a commemorative bronze plaque. Dedicate a special lasting tribute that will be seen by thousands for years to come.

$1,500

Rosebush Tribute Link

Commemorative Bench Link
ENLIST NOW AS A 2022 SPONSOR!
Help bring these ARTS DISTRICT signature programs to the community.

Reserve Your Sponsorship Today!

Alan Ziter, Executive Director
aziter@ntcfoundation.org • 619-573-9315