

WATERCOLOR SOCIETY OF ALABAMA SPONSORS

Just What Is Sponsorship?

Sponsorship is a two way street between Watercolor Society of Alabama and business. WSA accepts help with monetary awards, merchandise awards, or services in kind for its National or Alabama Juried Art Exhibitions. In return, the sponsor's name is acknowledged in the Exhibition catalogue; name/logos/product line linked on WSA web site when requested; and sponsorship is noted in newsletters to WSA members.

One of the biggest advantages given to businesses that sponsor art organizations and events is the increased visibility gained throughout the community and is often enhanced in the public perception. A business investment in the art community signals a commitment and concern for the art community's health. The increased visibility of a company's name and logo leads to increased brand recognition throughout the art community.

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