

PALM DESERT PRESENTS
CALIFORNIA DESERT PLEIN AIR FESTIVAL
2025 PATRON SPONSORSHIP
JANUARY 8 – FEBRUARY 2, 2025



PRESENTED TO
EL PASEO

PALM DESERT PRESENTS CALIFORNIA DESERT PLEIN AIR

The Desert Plein Air Association (DPAA), a 501(c)(3) nonprofit organization, promotes the centuries-old tradition of landscape and scene painting en plein air (outdoors).

Through its annual California Desert Plein Air Festival and year-round paint-outs, exhibitions, and enrichment/education programs, DPAA provides inspiration and opportunities for the public, DPAA members, and local artists of all levels to engage in plein-air painting.

Plein-air festivals have come and gone in the Coachella Valley over the years. DPAA, founded by Diane Moore (former president of Coachella Valley Watercolor Society and Desert Art Center) and Daniel Foster (former executive director of the Riverside Art Museum and Oceanside Museum of Art) is dedicated to organizing an annual event that grows into the largest, most important plein-air festival in the U.S. Southwest — and a destination event for the City of Palm Desert. The 2025 edition will be their fourth festival at the Artists Center in Palm Desert.

The California Desert Plein Air Festival begins with four days of paint-outs at scenic locations in and around Palm Desert, the Coachella Valley, High Desert, and beyond. The artists pick and study their vantage points, paint on site, and turn in their canvases for the exhibition and judging. The exhibition features a companion show featuring desert landscape paintings completed in the artists' studios, expanding artist participation and the scope of paintings available for the public to view and purchase at the festival.





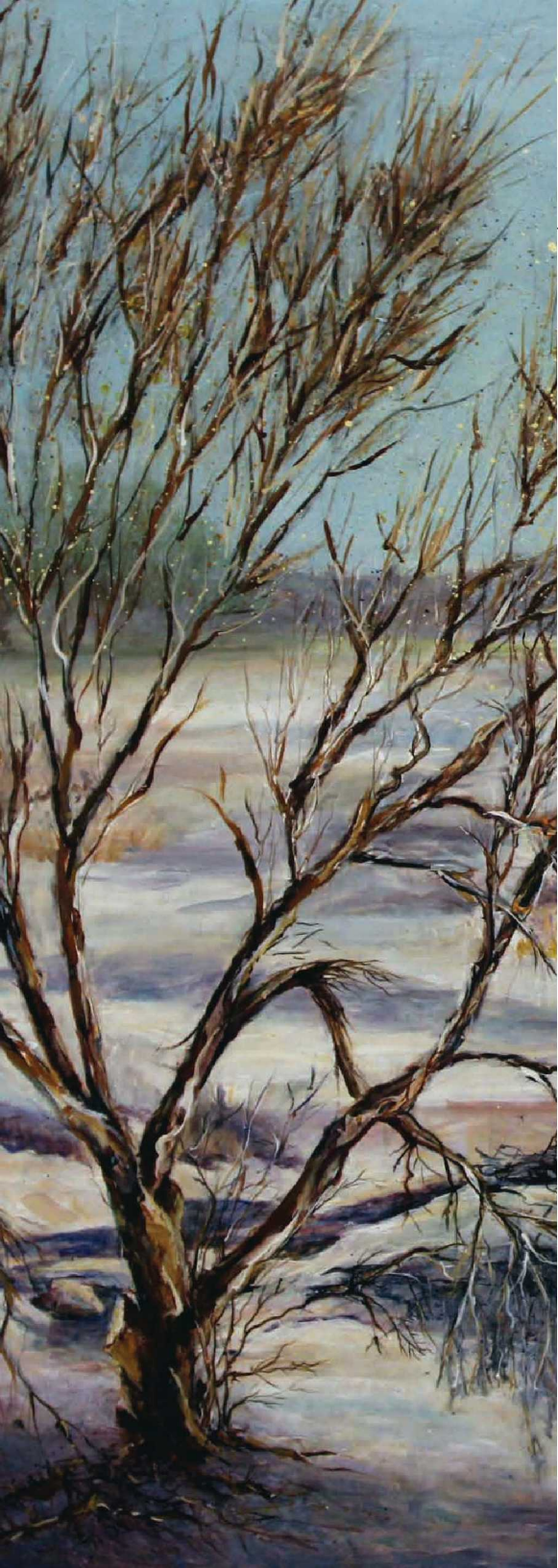
WHY A PLEIN AIR FESTIVAL?

Plein-air painting in the Coachella Valley dates back to the 1870s when the Southern Pacific Railroad put down tracks through the desert and allowed artists to ride in exchange for their artwork, which the railroads used in advertisements to promote travel to the West. Many of the top artists of the era came through the desert. Some continued to the emerging artist colonies along the California coast – Laguna Beach, Santa Barbara, Carmel – while others settled into the Coachella Valley and nearby Mojave Desert.

Plein-air artists exhibit in specialty galleries and in markets with a predisposed audience for their work, relying on the circuit of regional plein-air festivals to exhibit and sell their paintings. These events draw enthusiast audiences from near and far, connecting artists to collectors and creating long-lasting relationships.

The California Desert Plein Air Festival runs roughly three weeks, beginning with artist check-in, reception, and dinner followed by four days of paint-outs on location around the desert, workshops, demonstrations, artist talks, an exhibition and sale, and an awards program.

The awards program is comprised of an exhibition that will be evaluated and judged by esteemed and recognized experts, who will award artists cash prizes for Best in Show; first, second, and third places; and honorable mentions. The awards will be presented at a reception in the exhibition space that is open to the public.



THE AUDIENCE

California Desert Plein Air Festival stands out as the only event dedicated to historic and still-thriving field of plein-air painting in the Coachella Valley. Our region has several “general” art festivals — Indian Wells Art Festival, Southwest Art Festival, La Quinta Art Celebration — featuring “circuit” artists who travel from town to town with their painting, photography, sculpture, mixed media, textile, jewelry, and wearables. Additionally, Palm Springs Convention Center hosts an art fair featuring more than 50 contemporary art galleries from around the country, and the biennial Desert X invites a handful of artists from around the world to create site-specific installations across the region. The closest plein-air event to the Coachella Valley is the annual Plein Air Invitational in Borrego Springs, which takes place March 3–April 27, 2025. While “general” art festivals target local audiences, as well as visitors, plein-air events are destination events, attracting not only participating artists and their families, but also their loyal collectors. With the benefit of depicting familiar local landscapes, the artwork draws local audiences to marvel at and purchase the paintings, usually meeting the artist in person and developing a lasting connection. We’ll invite this robust plein-air community to join us in Palm Desert through promotions in *Plein Air Magazine*, *Southwest Art Magazine*, and *Western Art Collector* as well as through targeted social media.

PROJECTED ATTENDEES: 2,000 - 3,000

The attendance of this 2025 event will increase due to the marketing and PR initiatives by *Palm Springs Life* (valued at over \$75,000) and Visit Greater Palm Springs will add to the promotional muscle.

100 + artist from across the United States

\$15,000 Cash Prize

Total cash prize in 2024 was less than \$5,000. The increase in prize money will attract top plein-air artists to participate in the festival. 2025 Exhibition categories include: Featured VIP artists, Desert Landscape or Desert Cityscape and Plein Air Competition.



2025 SCHEDULE OF EVENTS

OCTOBER 2024

Registration begins online:

- Featured VIP Artists-invited artists only.
- California Desert Plein Air Festival - plein air competition (painting outdoors). (First 50 entries accepted.)
- Desert Landscape or Desert Cityscape: studio paintings. (last day to enter for jury process: December 27th at 4 pm)

JANUARY 8TH, 2025

- Notification:
Desert Landscape/Cityscape artists accepted into Category 2.
- Approximately 50-60 to be accepted.

THURSDAY, JANUARY 9TH

One-day plein air workshop 9 am – 1 pm
Pastel: Thomas E. Smith Location nearby.
Non-sketcher: Fran Calvert Location nearby.

FRIDAY, JANUARY 10TH

One-day plein air workshop 9 am -1 pm
Oil: Durre Waseem Location nearby.
Watercolor: Geoffrey Allen Location nearby.

SATURDAY, JANUARY 11TH

California Desert Plein Air Festival Competition:

Headquarters: Attendees Check-in ...

- Substrate Stamped 8 am – 4 pm.
- Substrate can be stamped 10am – 4pm
on Sunday, at Headquarters
- Schedule for Paint-outs and locations to be publicized.

Artists are encouraged to paint at these locations but are free to choose where they want to paint. Artists usually arrive at 8 am:

- **Saturday, January 11th**
Santa Rosa-San Jacinto Mountains Visitors Center
- **Sunday, January 12th**
Palm Desert Civic Center
- **Monday, January 13th**
Downtown Palm Springs
- **Tuesday, January 14th**
Artists location of choice.

WEDNESDAY, JANUARY 15TH

- Framed paintings ready to hang delivered to Headquarters.
Time: 8:30 am – 11 am
NO PAINTINGS ACCEPTED AFTER 11 am.
- Hanging paintings: 11 am – 3 pm. Gallery is closed.
- Kick-off dinner...no host: Restaurant TBD.

THURSDAY, JANUARY 16TH

- Gallery open to public: 10 am – 4 pm.
- Judging takes place.
- Awards reception: 5 pm – 7 pm.



2025 SCHEDULE OF EVENTS

FRIDAY, JANUARY 17TH

- Gallery open: 10 am – 4 pm.
- Demonstrations in Gallery:
11 am - TBD / 1 pm - TBD

SATURDAY, JANUARY 18TH

- Gallery open: 10 am – 4 pm.
- Demonstrations in Gallery:
11 am - TBD / 1 pm - TBD

SUNDAY, JANUARY 19TH

- Gallery open: 10am – 4pm.
- Demonstrations in Gallery:
1 pm - TBD

WEDNESDAY, JANUARY 22ND

- Gallery open: 10 am – 4 pm.

THURSDAY, JANUARY 23RD

- Gallery open: 10 am – 4 pm.

FRIDAY, JANUARY 24TH

- Gallery open: 10 am – 4 pm.
- Demonstrations in Gallery:
11 am - TBD / 1 pm - TBD

SATURDAY, JANUARY 25TH

- Gallery open: 10 am – 4 pm.
- Demonstrations in Gallery:
11 am - TBD / 1 pm - TBD

SUNDAY, JANUARY 26TH

- Gallery open: 10 am – 4 pm.
- Demonstrations in Gallery:
1 pm - TBD

WEDNESDAY, JANUARY 29TH

- Gallery open: 10 am – 4pm.

THURSDAY, JANUARY 30TH

- Gallery open: 10 am – 4 pm.

FRIDAY, JANUARY 31ST

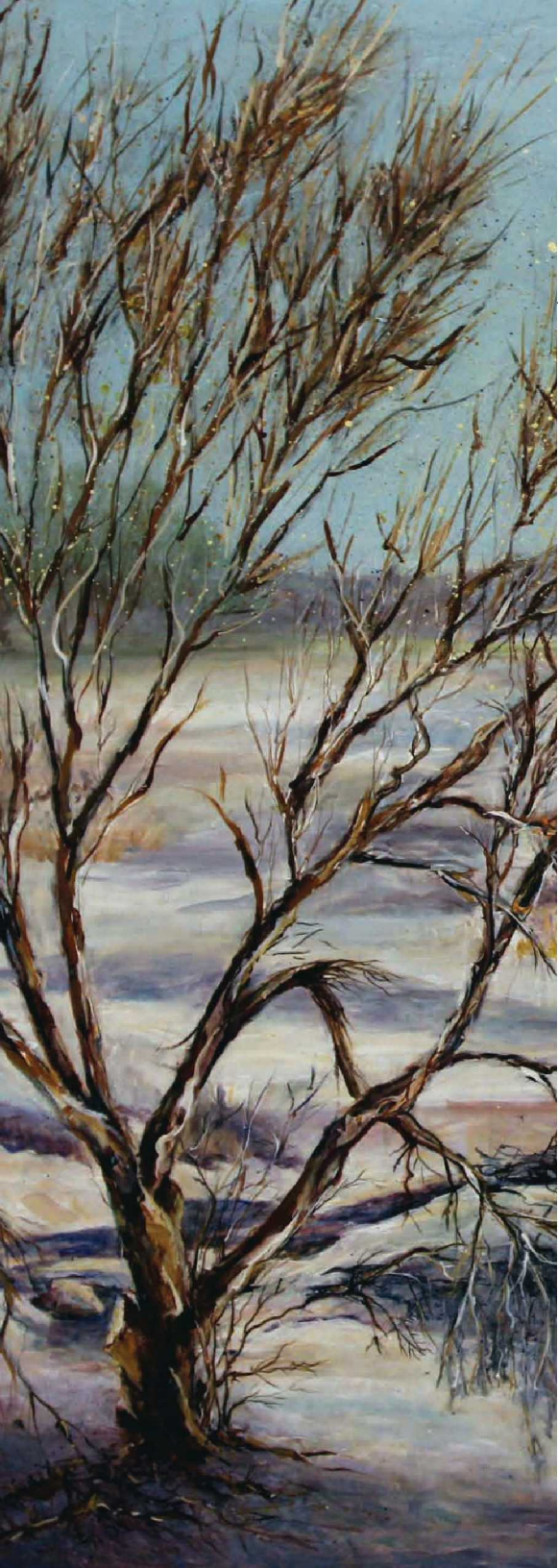
- Gallery open: 10am – 4pm.
- Demonstrations in Gallery:
11 am - TBD / 1 pm - TBD

SATURDAY, FEBRUARY 1ST

- Gallery open: 10am – 4 pm.
- Demonstrations in Gallery:
11 am - TBD / 1 pm - TBD

SUNDAY, FEBRUARY 2ND

- Gallery open: 10 am – 2 pm.
- Exhibition comes down, artists pick up paintings.
- 2 pm – 4 pm Gallery closed for take down.
- Paintings must be picked up before 4 pm...
Gallery closes at 4 pm.



WHY SPONSOR THE 2025 CALIFORNIA DESERT PLEIN AIR FESTIVAL?

Step into the heart of the desert's most vibrant artistic celebration — welcome to the 2025 California Desert Plein Air Festival presented by Palm Desert, poised to be a landmark event as it celebrates its fourth year with the City of Palm Desert as the host sponsor. This festival is more than just an art event; it's a dynamic fusion of the natural beauty of the desert landscape with the creative brilliance of over 150 juried and award-winning artists.

WHY THIS FESTIVAL?

- 1. UNIQUE AUDIENCE ENGAGEMENT:** Immerse your brand in a niche audience that is passionate about both art and the distinctive desert environment. Thousands of attendees, ranging from art enthusiasts to affluent collectors, will gather to experience this unparalleled artistic celebration.
- 2. EXTENSIVE REACH:** With multiple venues and events— including workshops, a grand reception, and collaborative painting gatherings — your sponsorship will receive extensive exposure across diverse platforms and settings. The festival's multi-channel marketing strategy ensures your brand is highlighted across social media, print, and digital channels, reaching a well-traveled and engaged audience.
- 3. PRESTIGIOUS ARTISTIC PRESENCE:** Be part of an event showcasing juried and award-winning artists competing for significant prize money. The high-caliber participation not only enhances the festival's prestige but also draws attention from major art media and collectors.
- 4. UNMATCHED BRANDING OPPORTUNITIES:** Integrate your brand into a celebrated event with high visibility and prestige. From branded workshops to exclusive receptions, there are numerous opportunities to position your brand at the forefront of the art and nature scene.
- 5. ENGAGE WITH ICONIC VENUES:** Take advantage of the chance to showcase your brand in some of the most renowned venues in the valley. This is a unique opportunity to connect with a sophisticated audience in an environment where art and nature converge beautifully.

Don't miss this chance to elevate your brand and connect with a passionate, art-loving audience. Be a pivotal part of the 2025 California Desert Plein Air Festival — where art meets desert, and your brand can shine.

2025 PATRON SPONSORSHIP

SPONSORSHIP BENEFITS:

Programming:

- California Desert Plein Air Festival to produce “Paint Out on El Paseo”. Event will have up to 10 Plein Air artist painting throughout the Street. The event will be listed as an official event and marketed the public to drive visitation to El Paseo.
- California Desert Plein Air Festival to add this event on website and include a special tab on website to promote El Paseo events such as art galleries events and/or exhibitions to drive visitors to individual merchants. Palm Springs Life team to work with FG to develop list of events and include on event website. Value: \$5,000

Event Marketing:

- El Paseo to receive logo/name on California Desert Plein Air Festival print ads to start running now through January 2025. These ads will run in Palm Springs Life, The Guide, Arts+Culture, and other publications produced by Palm Springs Life — Value: \$35,000
- El Paseo on California Plein Air Festival email marketing promotions going to California Desert Plein Air and Palm Springs Life, email opt-ins 55,000k+ — Value: 10,000
- El Paseo logo on select digital marketing promotions on palmspringslife.com and other media partners — Value: \$5,000
- El Paseo logo and link on event website through 2025 event — Value: \$2,000
- One-half page ad in the 2025 California Desert Plein Air Festival program, 3,000 copies distributed at California Desert Plein Air Festival, visitors’ centers, El Paseo merchants, and high-traffic locations throughout the Coachella Valley — Value: \$1,800
- 4 tickets to the California Desert Plein Air Festival Reception — Value: \$100

POST EVENT

- El Paseo recognized in a “Thank you to our sponsors” page in a select issue of Palm Springs Life — Value: \$1,000
- A complete recap of the event will be provided to you approximately 60 days after the event — Value: \$1,000

TOTAL VALUE: \$58,900

SPONSORSHIP FEE: \$5,000



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