

PALM DESERT  
PRESENTS

JANUARY 9 – FEBRUARY 1, 2026

# CALIFORNIA DESERT PLEINAIR FESTIVAL

2026  
SPONSORSHIP  
OPPORTUNITY



# SCHEDULE OF EVENTS

## TENTATIVE SCHEDULE

**Festival Dates:** January 9th-February 1st, 2026

**Headquarters:** The Artist Center, Palm Desert

**Public Exhibition Dates:** January 15th-February 1st

**Three (3) Categories of Entry:**

- Featured/VIP-15 Artists (Invited and Hosted)
- Category 2 Landscape-75 (juried)
- Category 3 Plein Air-50 (not juried for 2026)

## INITIAL SCHEDULE OF EVENTS

**Two (2) Workshops:**

- Workshop #1 January 8-9; 9am-2pm
- Workshop #2 January 9; 9am-2pm

**Paint Days:**

- January 10th Sign in, get substrate stamped, paint through January -13th.
- Turn in day and hang day (at Artist Center) January 14th.

Featured Artists arrival Monday January 12, departure January 16th. *This is one day longer than 2025.*

## EVENTS

**Ticketed/Invite Events:**

- January 13th: Welcome Reception-The Living Desert Zoo and Gardens-New
- January 14th: TBD
- January 15th: Show Opening and Awards Reception – The Artist Center

**Paint-Outs (prior to turn in)**

- January 10th: Santa Rosa and San Jacinto Visitors Center
- January 11th: El Paseo Shopping District
- January 12th: Ironwood Park, Palm Desert
- January 13th: The Living Garden Desert and Zoo

## ADDITIONAL PROGRAMMING

**Noncompetitive Paint-Outs:**

*(Open to the public to paint or watch)*

- January 20th: Lost Creek Canyon Ranch-date tentative
- January 27th: The Living Desert Zoo and Gardens – date tentative

**VIP/Invite Exhibition Evenings:**

*(docent led tour of exhibition at the Artist Center)-NEW*

- January 22nd: Suggested group Big Horn or Vintage
- January 29th: Suggested group Big Horn or Vintage

**Additional Programming:**

Lead Up California Desert Plein Air Festival Branded Paint-Outs.

- October 2025
- November 2025
- December 2025



# 2026 PRESENTING SPONSORSHIP

## DELIVERABLES — NAME AND EXCLUSIVITY PR/MARKETING AND ON-SITE

- City of Palm Desert will be listed after the event logo — Value: \$40,000
- City of Palm Desert will be listed first on the list of sponsors — Value: \$10,000

## PR/MARKETING VALUE

- City of Palm Desert to receive logo/name on California Desert Plein Air Festival print ads to start running November 2025 through January 2026. These ads will run in *Palm Springs Life*, *The Guide*, *Arts+Culture*, and other publications produced by *Palm Springs Life* — Value \$40,000
- City of Palm Desert name 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
- City of Palm Desert name/logo on digital marketing promotions on palmspringslife.com and other media partners — Value: \$20,000
- City of Palm Desert name included on billboard campaign targeted to the Southern California Drive-Markets of San Diego, Los Angeles, and Orange County — Value: \$18,000
- City of Palm Desert Sponsor will be mentioned, and name/logo shown on all television spots — Value: \$15,000
- City of Palm Desert will be mentioned on all radio spots — Value: \$5,000
- City of Palm Desert tagged on social media coverage posted on event social media pages and *Palm Springs Life* — Value: \$8,000
- City of Palm Desert logo and link on event website through 2026 event — Value: \$10,000
- A two-page ad spread (inside front cover and page one) in the 2026 California Desert Plein Air festival program, 3,000 copies distributed at California Desert Plein Air Festival, El Paseo, visitors' centers, El Paseo merchants, and high-traffic locations throughout the Coachella Valley — Value: \$6,480
- City of Palm Desert logo on the sponsor sign at the entrance to the event — Value: \$5,000
- City of Palm Desert r logo displayed on all Gallery video screens every day of California Desert Plein Air Festival — Value: \$5,000
- 8 Tickets to the California Desert Plein Air Festival Reception — Value: \$800

## POST EVENT

- City of Palm Desert 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: \$182,280**

**SPONSORSHIP FEE: \$25,000**



# CONTACT

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