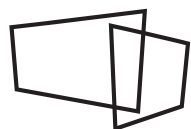


PALM SPRINGS LIFE

2025 Event Proposal

IN PARTNERSHIP WITH



Palm Springs
Art Museum

HOCKNEY + YOU

An Art Experience and Love Story



BY PAULINA LARSON

HOCKNEY + YOU

An Art Experience and Love Story

OVERVIEW

Palm Springs Life will be producing a series of educational community events aligned with Palm Springs Art Museum's exhibition of *David Hockney: Prints from the Collection of Jordan D. Schnitzer and His Family Foundation* with the aim of accomplishing the following goals:

- Educate children across the valley on the work of David Hockney by providing an interactive art experience.
 - Engage the entire community, adults, and children alike.
 - Increase awareness of the exhibition and drive student visitation (at no cost) to Palm Springs Art Museum to view *David Hockney: Prints from the Collection of Jordan D. Schnitzer and His Family Foundation*.
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Palm Springs Life to produce 4 community events throughout the Coachella Valley where students of all ages will have the opportunity to learn about David Hockney's work with a dedicated curriculum and art experience.

EVENT ACTIVATIONS

- To take place in select cities throughout the Coachella Valley.

Cities include:

- Coachella
- La Quinta
- Palm Desert
- Palm Springs

CURRICULUM AND ART EXPERIENCE TO INCLUDE

- Oversize Student Workbook:
 - Workbook to provide each student the opportunity to learn about David Hockney through written word and visuals.
 - Workbook to have pages for each student to create their own interpretation of Hockney's work. Art supplies to be supplied to each student with educational instructors for each age group.
 - Students invited to submit art pieces from their workbook for display on large exhibit walls at select library locations / throughout the Coachella Valley.
 - Student art walls will remain on display throughout the exhibition.
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— Palm Springs Art Museum:

- With museum approval, each student will receive a free pass to see *David Hockney: Prints from the Collection of Jordan D. Schnitzer and the Schnitzer Family Foundation*.

— Student Outreach:

- *Palm Springs Life* will manage outreach to the various school districts and key partner organizations to facilitate all aspects of planning and coordination.
- Student outreach communication to be created in Spanish and English and distributed to schools and select community partners.

— Media:

- *Palm Springs Life* to develop and execute a robust integrated public relations effort to secure media coverage before, during and following the events.

— Event Coordination:

- *Palm Springs Life* will be the primary media partner for the project and manage editorial content to support community outreach and promotions.
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SPONSORSHIP

JOIN US BY SUPPORTING AN IMPORTANT COMMUNITY EVENT

Hockney + You will make art accessible to everyone — especially our community's children. Help to underwrite this very special experience with sponsorship that includes valuable benefits.

HOCKNEY + YOU

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CITY PARTNER SPONSORSHIP

- City of Coachella listed as a sponsor of Hockney + You (all 4 activations) — Value: \$3,000
- Half page ad in March 2025 Palm Springs Life — Value: \$3,020
- City of Coachella name or logo on event signage four valley locations — Value: \$2,000
- City of Coachella name or logo on event on print and digital promotions — Value: \$2,000
- Included on all public relations / media efforts — Value: \$1,000
- Mentioned in the Palm Springs Life editorial coverage – in print and digital — Value: \$2,000
- CODA Gallery invited to attend the event with your guests — Value: \$1,500

TOTAL VALUE: \$14,520

FEE: \$5,000 (or \$3,500 without Palm Springs Life ad).



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PALM SPRINGS LIFE

DIRECTOR OF BUSINESS DEVELOPMENT

Paulina Larson

paulina@palmspringslife.com

DIRECT 760-833-1624

OFFICE 760-325-2333 EXT 286

PUBLISHER

Franklin W. Jones

303 North Indian Canyon Drive

Palm Springs, California 92262-2724

760-325-2333

760-325-4603 FAX

palmspringslife.com

