



Sponsorship Information

COLOUR IN YOUR LIFE
2019 Sponsorship package



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Become a sponsor and invest in our vision for the future and in your favourite artists.

Vision: *To build a library of the minds of artists; to preserve a digital record of creative spirit, culture and techniques for future generations.*

About Colour In Your Life

Put Some Colour In Your Life, or Colour In Your Life (CIYL), is an art education television show founded by master artist and CEO Graeme Stevenson in 2011. It began in the small town of Murwillumbah, located between Byron Bay and the Gold Coast in Northern New South Wales, Australia. From this uniquely artistic region it has spread to include artists from the rest of Australia and the world.

Art and what it does for our society is incredibly important to the spirit and souls of all that see it. Graeme Stevenson

The [CIYL TV Series](#) is an art educational archive. It is a digital record of the many varied talents and techniques of visual artists. The television show is now in its 19th season and has recorded around 230 artists. It has reached over 100 million of viewers. The show gets thousands of responses from both the viewers and the artists explaining how the show as has positively affected their lives their lives.



Some shows get 6,000 views on YouTube in 3 days!

Recently Hobby Craft sponsored the team to go to the UK and film 6 artists with incredible results.

[SEE A SHOW SPONSORED BY HOBBY CRAFT HERE](#)

Artists sell work and make deals.

It's only a month since the show hit the YouTube channel and already I've had over 7,000 views. A lovely lady named Julie from New Zealand saw my episode and fell in love with a painting in the background and purchased it. Rhonda Armistead – Season Thirteen, Episode Two

Colour in Your Life Website and Community

The [CIYL website](#) runs seamlessly in conjunction with the TV Series. It is an international arts hub as well as a gallery, a shop and an art business directory. It hosts an international community forum so creative knowledge can be shared, art work can be displayed, and international relationships can be built through conversations.



The television series and website offers investors, educators, students, teachers, and people all over the world the chance to have access to the enormous creative energy that is part of the minds of right-brained people.

Where can you see the shows?



The CIYL TV shows are seen on many social media platforms and Smart TV apps including: Facebook, You tube, Pinterest, Twitter, Vimeo, Opera TV and ZYPE.

They have been purchased by libraries, universities, colleges, school, jails, and other educational institutions from around the world

The show is available for purchase by television stations around the world. It is currently screening or has screened in Australia, USA, New Zealand, Austria, Germany, Spain, Denmark Switzerland, Canada, South Africa, Ireland, Wales and the UK on hundreds of stations. [See the full list here.](#)

Current statistics

CIYL Website: 7,500 + members • Facebook : 45,000+

YouTube: 85,000 + subscribers • 11 million + views

Become a sponsor

Part sponsorship

Most of our shows are supported by sponsors. Becoming a sponsor of a Colour in your life show expresses your commitment to our vision to build a library of the minds of artists.

Sponsorship can come in many forms. You can sponsor one show or, as Hobby Craft did, a series of shows. Or you can part- sponsor a show.

Part - sponsors can :

- Contribute funds
- Provide products to be used on the TV show- paintbrushes, paint, easels etc.
- Provide a venue – suitable for tourist destinations working in collaboration with the artist eg wildlife parks, wineries etc
- Provide accommodation for the film team
- Provide bike/car hire for the film team

The amount you sponsor depends on the amount of on- air time your product, logo and website receives in the final show.

Please contact us to discuss your options natascha@colourinyourlife.com.au

Full Sponsorship

The following packages outline the exceptional marketing opportunities available to our sponsors.

Bronze

VALUE AUD \$6,000

1. Upload your **individually custom made art education episode** to our CIYL YouTube Channel
2. **Sponsor one episode of CIYL** - featuring your nominated artists
3. See your promotional material on CIYL **Facebook Page**
4. Hear a total of **30 seconds promoting your business** in the introduction and conclusion of the sponsored episodes
5. See and hear the **featured artists using and speaking about your products** in the sponsored episode
6. See your **business logo in credits of the sponsored episode**
7. See your **link and logo on CIYL Website**
8. Receive **1 personal copy** of your sponsored program on a USB stick
[SEE A SHOW SPONSORED BY HOBBY CRAFT HERE](#)

Silver

VALUE AUD \$13,000

1. Upload your **individually custom made art education episode** to our CIYL YouTube Channel with
2. **Sponsor two episodes of CIYL** - featuring your nominated artists
3. See your promotional material on CIYL **Facebook Page**

4. Hear a total of **30 seconds promoting your business** in the introduction and conclusion of the sponsored episodes
5. See and hear the **featured artists using and speaking about your products** in the sponsored episodes
6. See your **business logo in credits of the sponsored episodes**
7. See your **link and logo on CIYL Website**
8. Receive promotion in the **CIYL Newsletter**
9. Receive promotion on **CIYL printed marketing collateral** including brochures
10. Receive **10 personal copies** of your sponsored programs on USB sticks

Gold

VALUE AUD \$20,000

1. Upload your **individually custom made art education episode** to our CIYL YouTube Channel
2. **Sponsor three episodes of CIYL** - featuring your nominated artists
3. See your promotional material on CIYL **Facebook Page**
4. Hear a total of **60 seconds promoting your business** in the introduction and conclusion of the sponsored episodes
5. See and hear the **featured artists using and speaking about your products** in the sponsored episodes
6. See your **business logo in credits of the sponsored episodes**
7. See your **link and logo on CIYL Website**
8. Receive promotion in the **CIYL Newsletter**
9. Receive promotion on **CIYL printed marketing collateral** including brochures
10. Display your **business banner** at the CIYL events and trade shows stalls
11. Receive **20 personal copies** of your sponsored programs on USB sticks

Diamond

VALUE AUD \$35,000

1. Upload your **individually custom made art education episode** to our CIYL YouTube Channel
2. **Sponsor five episodes of CIYL** - featuring your nominated artists
3. See your promotional material on CIYL **Facebook Page**
4. Hear a total of **60 seconds promoting your business** in the introduction and conclusion of the sponsored episodes
5. See and hear the **featured artists using and speaking about your products** in the sponsored episodes
6. See your **business logo in credits of the sponsored episodes**
7. See your **link and logo on CIYL Website**
8. Receive promotion in the **CIYL Newsletter**
9. Receive promotion on **CIYL printed marketing collateral** including brochures
10. Display your **business banner** at the CIYL events and trade shows stalls
11. **Promote your products** at CIYL events
12. See your business name as a **title credit on DVD cover**
13. Receive **30 personal copies** of your sponsored programs on USB sticks

Contact us today and take your business to the next level.

Natascha Wernick

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www.colourinyourlife.com.au