



South Austin Art Project

Creating Community Through Art

An artist-first organization on a mission to unite the community with the creators so that we may evolve together.

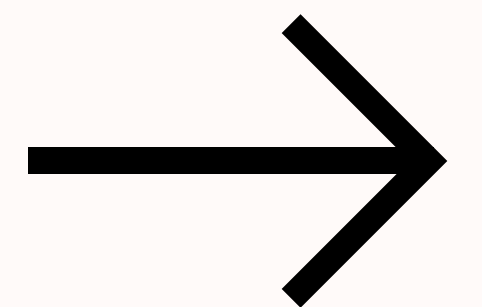
Contact

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Date

February 2024



Art. Community. Culture.

COME AND MAKE IT





About SAAP

Supporting Artists is Always a Priority for South Austin Art Project.

- SAAP, the South Austin Art Project, is dedicated to artist support. We are a diverse coalition of artists, curators, and innovators united by a vision to enrich culture and provide artists with professional and community opportunities.
- TEN is a 501(c)(3) Austin-based non-profit with a mission to provide free therapy to artists and is SAAP's Fiscal Agent.
- Our initiatives include paid jobs, mentorships, and events like SAMi - the South Austin Mural Initiative, aiming to build lasting connections and sustain local artistic endeavors.
- Our core values prioritize intentional equity with an intersectional focus. SAAP is dedicated to offering diverse and equitable support to artists from all backgrounds across Texas.

*photo wall during Albert's Wabi Sabi Inspiration Project.



Uniting Creativity & Community

A Collaborative Approach to Artistic Growth in Austin

In collaboration with the Stinson Trail, our artists-for-artists team is uniquely blending creative talent with community engagement across Texas. Our first focus is on sustainable growth and preserving Austin's unique artistic culture.

We're committed to building strong artist-business relationships, facilitating mutual self-discovery, and supporting by professional emerging artists with fair compensation and providing professional development workshops to enrich communal spaces with art.



*Patrons enjoying the Wabi Sabi Inspiration Project gallery of 1,000 prints colored in and displayed by 1,000 kids.



Our Team

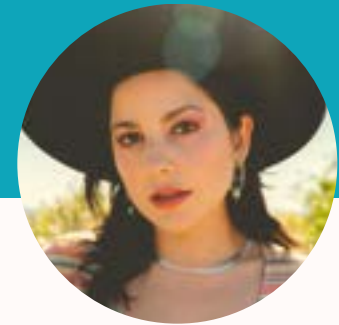
Fostering a thriving art community in South Austin and preserving its unique cultural identity.



Ari Newman

Strategy and Operations

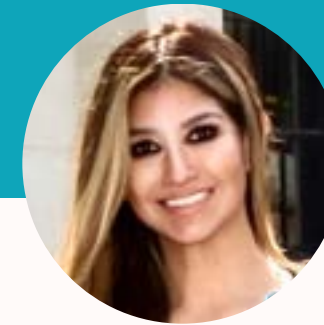
Contemporary Artist, Strategic Innovator, Community Builder



Loria Mendoza

Event Management

South Austin Native, Creative Event Producer, Community Advocate



Ana Arellano

Outreach and Partnerships

TEN 501(c)3 Founder, Clinical Therapist, Community Outreach



Christian Reed

Strategic Engagement

Marketing Leader, Community Connector, Event Specialist



Sami

Mascot



Albert Gonzales

Creative Development

San Antonio Contemporary Artist, Philanthropic Contributor



Johnny Duncan

Artist Relations

JENKINS2D: Artist, Founder, Blue Dozen Collective Member



Adán Castro

Branding + Communications

Writer, Creative Director, Branding Specialist



SAAP By The Numbers

7

Team members

65

Organized Events

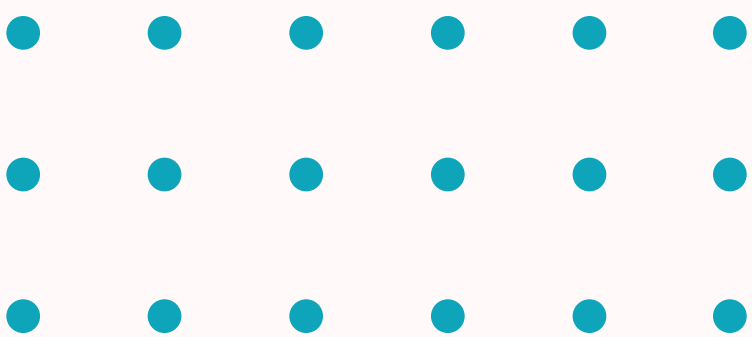
1200+

Artist Network

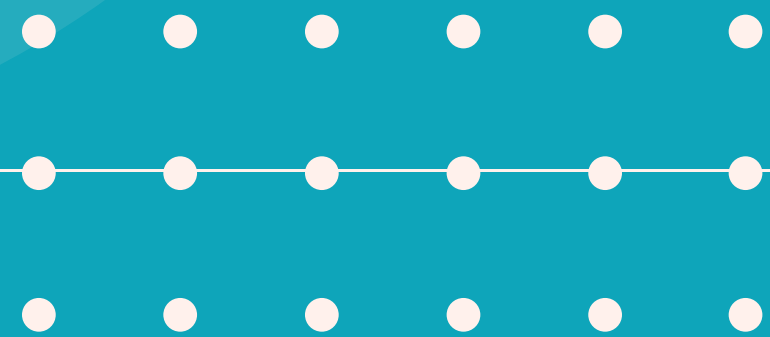
\$100K+

Funds raised

SAAP leadership has a track-record of consistently delivering a variety of impactful events that captivate a broad audience. Our proven success lies in our adaptability and effective fundraising, which are crucial in supporting and sustaining local artists and community art initiatives.



Partnerships



Our Partners

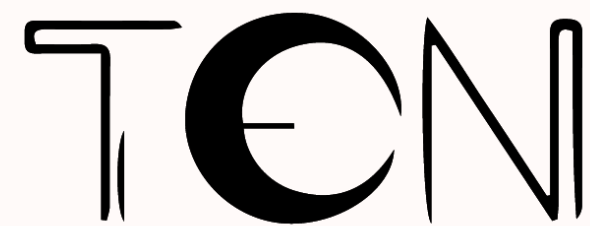
SAAP welcomes partners who see and support our vision of fostering a thriving art community in South Austin and preserving its unique cultural identity.



StinsonTrail.org

Key Strategic Partner

- Founding partner to SAAP's vision.
- Providing a showcase venue for SAAP artists.
- Supporting fundraising efforts and network building.



TEN 501(c)3

Fiscal Agent

- Providing accounting and legal compliance
- Managing grants and donor relations



Kaleido

Technology Partner

- Bringing interactive AR murals to SAAP
- Digital archive and artist engagement facilitator



Movemint

Essential Transport Partner

- Mobilizing Attendees with Pedicab Services
- Amplifying Event and Sponsor Visibility



About Stinson Trail.Org



South Austin's Cultural Advocate

StinsonTrail.org raises funds to cultivate opportunities in the South Austin Entertainment District for community enrichment, centered around local arts and artisans, while working to preserve the authenticity, tenacity, and wonderful, world-renowned “weirdness,” that defines South Austin. Stretching from Slaughter to Old Manchaca Road, the Stinson Trail along Manchaca Road serves as the heart of this effort.

The Vision

To create a safe, inclusive space where the arts and artisans that make South Austin special are celebrated and enjoyed.

The Force Behind StinsonTrail.org

James Stinson, a proud 7th Generation Austinite, has established himself as a prominent real estate developer with deep roots in the South Austin community. As a member of the Stinson family, one of the oldest and most dedicated families in South Austin, he continues their tradition of enriching the community.

James's unwavering commitment to sustainable development is exemplified through projects such as Constellation ATX, which offers affordable and eco-friendly living solutions. His collaborations with Tiny Dwelling Co. and partnerships with tiny house manufacturers showcase his ability to strike a harmonious balance between innovative development and the preservation of South Austin's distinct cultural identity.



TEN

Empowering Austin's Artists Through Therapy

Strategic Collaborations

TEN 501(c)(3) partners with organizations and businesses deeply committed to supporting Texan artists and entertainers, enabling a holistic approach, including free therapy, career consultation, and life coaching, to empower creative souls in need.

Austin's Unique Support Hub

In Austin, TEN serves as an exceptional organization, with a primary focus on supporting artists, especially those who identify as LGBTQIA+, making it a vital beacon of encouragement and assistance within the local creative community.

Expertise and Inclusivity

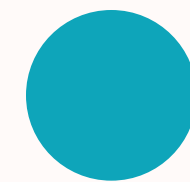
TEN boasts a dedicated team of licensed therapists, coaches, and career consultants, ensuring the highest level of expertise and care, all within an unwavering commitment to inclusivity and a non-judgmental environment. This safe space allows artists to thrive, express their talents, and receive the care and guidance they genuinely deserve.

Tax-Exempt EIN
86-3783351



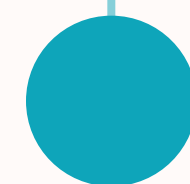
Introducing Kaleido

Our Innovative Technology Partner



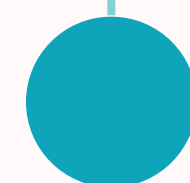
Meet Kaleido

Based in San Antonio, Kaleido emerges as a pioneering force in the digital art space, masterfully fusing the tangible and virtual realms. This innovative platform reimagines the traditional art experience, setting a new standard for artistic expression and engagement in the digital era.



Cultivating a Global Art Network

With a mission to create a digital home for art, Kaleido connects a global community of artists from over 150 countries, celebrating diversity in art.



Fusion of Community and Innovation

Kaleido is more than a platform; it's a community-driven space employing cutting-edge AR technology to transform how we interact with and appreciate art.

Kaleido's Role: SAAP & SAMi

Bridging Artists and Audience

Kaleido's platform promotes deeper connections between artists and attendees, featuring their works and stories for enhanced engagement.

Enhancing Art with AR

Kaleido's AR technology transforms SAMi's murals into interactive, animated experiences, offering an immersive artistic journey

Streamlining Art Sales

With Kaleido's e-commerce capabilities, art sales are made seamless, attracting a broader audience including international art enthusiasts.

Archiving and Promotion

Utilize Kaleido's digital archiving and certificates of authenticity to document and preserve the provenance of each artwork for future access.

Fostering Community and Appreciation

Leverage Kaleido's community-building features and focus on storytelling to enrich attendees' understanding and appreciation of the art.



Movemint Bike Cab

Elevating SAMi with Innovative Transport and Marketing



www.austinpedicab.org



Dynamic Event Transportation

Movemint, with its unique fleet of over 61 pedicabs and exclusive Billboard trikes, provides innovative and efficient transportation services for SAMi, ensuring a seamless attendee experience.

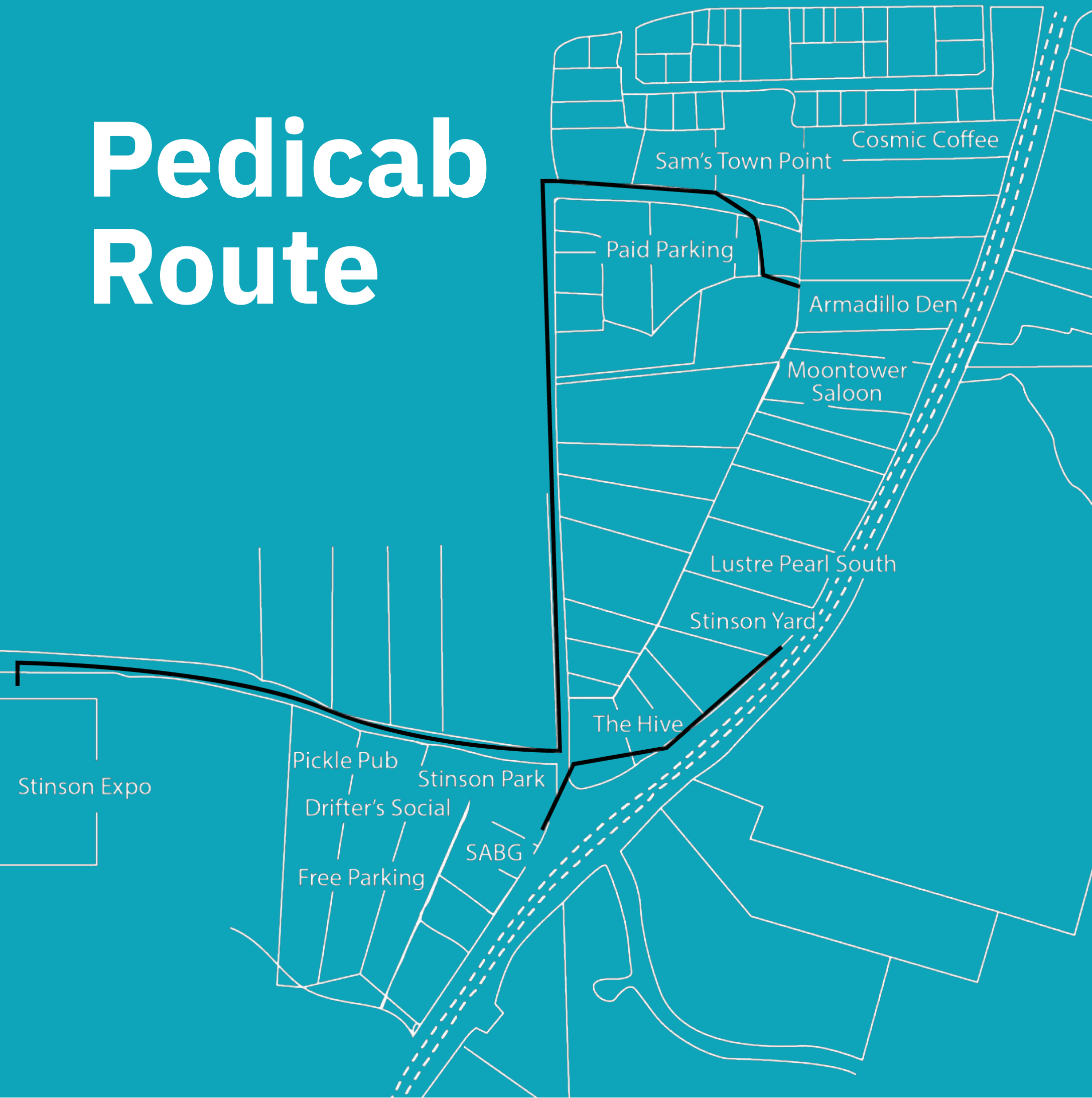
Experiential Marketing Expertise

Leveraging their extensive experience in advertising and marketing, Movemint offers exceptional branding opportunities for SAMi, utilizing their fleet for impactful, mobile marketing campaigns across Austin.

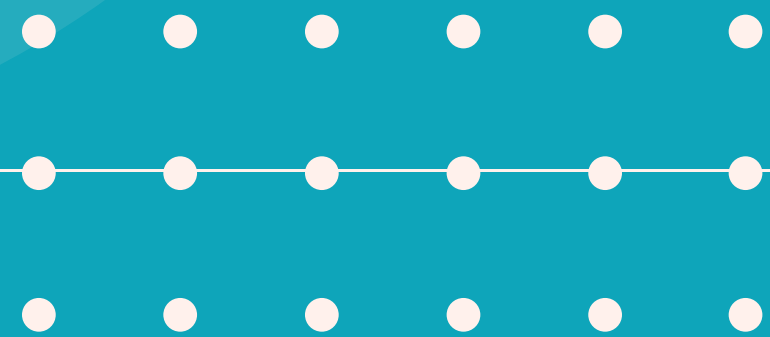
Custom Crafted Quality

With a focus on quality and innovation, Movemint's in-house manufacturing line, Precision Pedicab, ensures the highest standard in custom-built pedicabs and marketing materials, tailor-made for SAMi's needs.

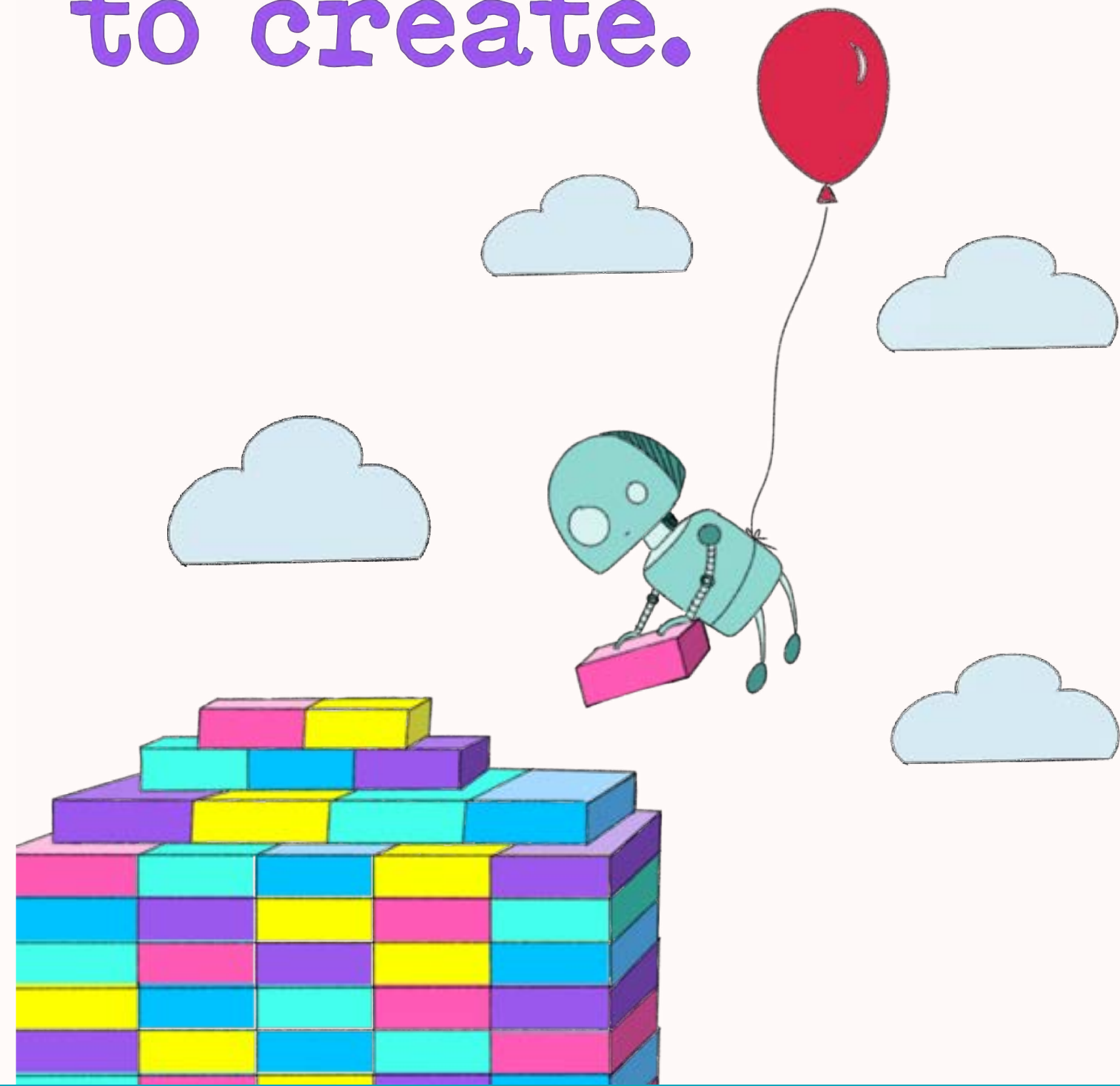
Pedicab Route



The Program



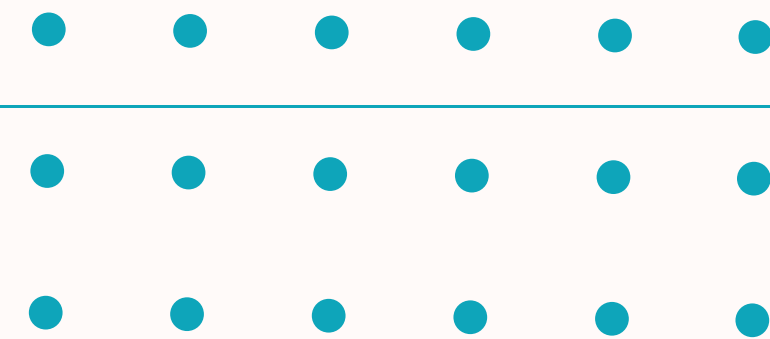
always
keep trying
to create.



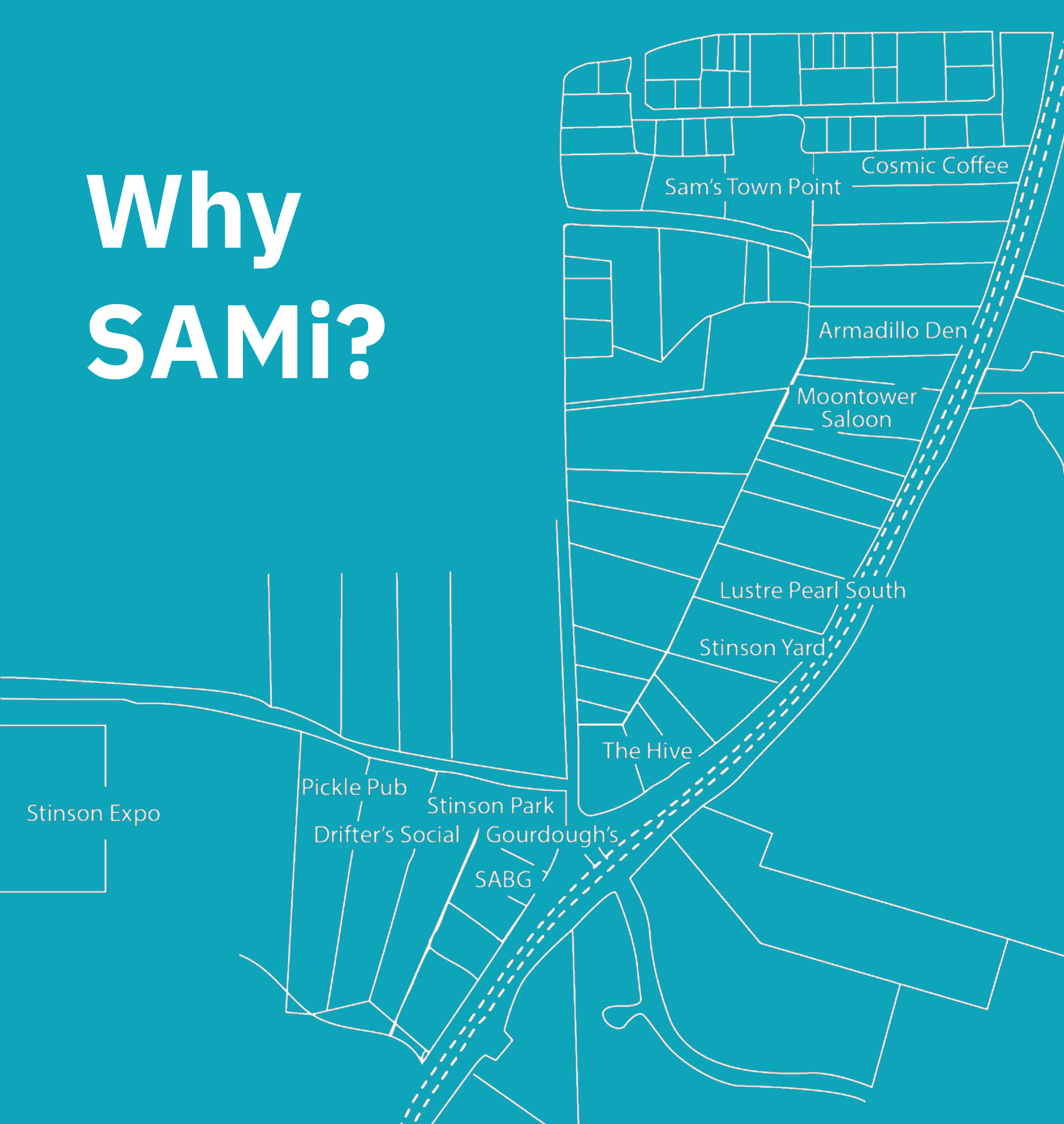
Introducing: SAMi

The South Austin Mural Initiative: Be part of one of the first sponsor-interactive, community-centered arts initiatives in South Austin.

Join SAAP from March 15-17 on the Stinson Trail, Menchaca Road, for a unique three-day event. Art lovers will be immersed in works by diverse range of artists from all across Texas and discover Austin's emerging entertainment scene with a one-of-a-kind bar-hopping artistic adventure.



Why SAMi?



Creating a Cultural Landmark

Reimagining South Austin as a vibrant cultural hub, we're shifting Austin's perspective from "Why go to South Austin?" to "Why aren't we in South Austin more often?"

Event Experience

SAAP collaborates with groups, neighbors, and businesses to enhance SAMi, making it more than just a weekend immersive experience. This partnership allows attendees to explore a curated path along the trail, featuring live art, interactive installations, and cultural performances, all contributing to a new backdrop for community growth.

Urban Placemaking

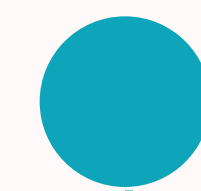
Through SAMi, SAAP is leading South Austin's transformation into a hub of walkability and functionality, where tradition meets modern development. By fostering interactive spaces, SAMi aims to be a vibrant center for cultural exchange. Embracing a diverse range of organizations and initiatives, SAMi provides a platform for varied artistic expressions, laying the foundation for a growth model that's built to last.



What is SAMi?

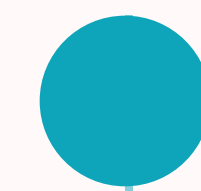
SAMi is a dynamic outdoor art trail on Menchaca Road, blending local art, bars, and cultural events.

Participating bar venues will have their locations put on the map—literally! Those attending SAMi receive one of our maps (also a limited edition art print when unfolded.) Each location they attend gets them a stamp in their booklet and access to SAMi exclusive signature cocktails, programming, and more.



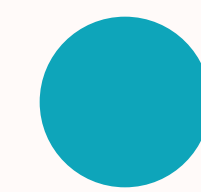
Boost Brand Visibility

Enhance your brand visibility by sponsoring our innovative walking trail. This unique path showcases South Austin's rich art scene and thriving new bars, providing an engaging, family-friendly experience.



Sponsor Map Spotlight

Sponsors will be featured on our Limited Edition Map and Coloring Poster, a creative and interactive tool for trail explorers.



Culture, Community, Growth

Connect your brand with culture, community, and local business growth.

SAMi Programming

Partnering with Stinson Trail, our powerful artist collective welcomes you to days of art, provisions, and community immersion— a transformative experience.

● SAMi Kickoff: Exclusive Meet & Greet

Kick off with an intimate meet-and-greet with our artists, sponsors, venue partners, and art collectors on Friday evening (March 15th).

● Curated Trail Populated by Artists & Vendors

Over 50 artists and vendors will bring life to our curated trail with their unique and captivating work.

● Bar Trail Fusion: Art, Music, & Socializing

Join attendees, business owners, and artists on a dynamic bar trail, redefining art and social experiences with live music, dancing, and more.

● Stinson Expo Feature

Experience the culmination each night at Stinson Expo: a mural gallery activation accompanied by live music, and a 50+ creator market.



SAMi is about the art on the walls and beyond.

Outdoor Market Celebrating Artisans

A bustling marketplace showcasing South Austin's finest artisans and craftspeople. A space for community gathering, where local creativity and craftsmanship shine.

Competition Unleashing Texas' Artistic Talent

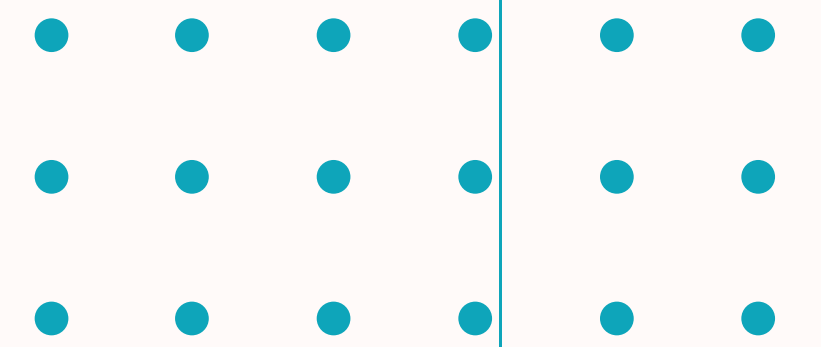
A competitive platform for emerging and developed artists. BeatsSessions Atx spotlights upcoming talent, blending audience participation with visual art creation.

Art Panel Deepening Artistic Knowledge

A panel led by art experts, enthusiasts, and industry veterans. An educational opportunity to explore street art history, how to support the art, and the evolving landscape of Austin's contemporary art.



Who is SAMi for?



As we have all seen, Austin is experiencing a dramatic rise in population and activity. Every day, there is a higher demand demand for community centering the arts, under the guidance of the artists themselves.



Alison

Art Collector

- Seeking unique pieces from new and local talents
- Willing to invest in art (\$\$\$)



Alex

Art Enthusiast

- Young professionals with a growing interest in art
- Looking for alternative activities to SXSW (\$\$)



Greg

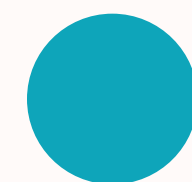
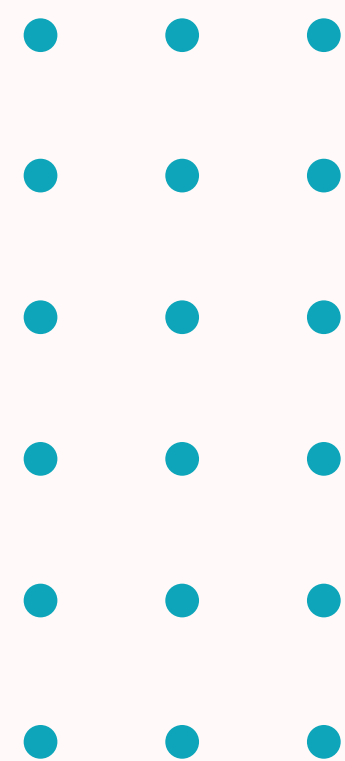
Art Appreciator

- Open to exploring art, supporting creativity
- Intimidated by formal galleries, preferring a relaxed atmosphere (\$)



Connecting Communities

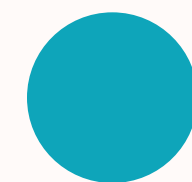
SAMi's Wide-Reaching Artistic Impact | Projecting 2,500 Attendees



Geographic Focus

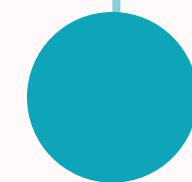
SAMi attracts a vast and diverse range of art enthusiasts (21-60 A) from tourists to community members and artists.

- Lockhart, South Austin, San Antonio, Houston, Dallas
- Attracting audiences from key Texan cities for a diverse cultural mix



Event Appeal

- An Affordable, Convenient Alternative to SXSW events
- A new adventure for tourists seeking more than the mainstream experience
- Ideal for locals and community members desiring accessible art activities



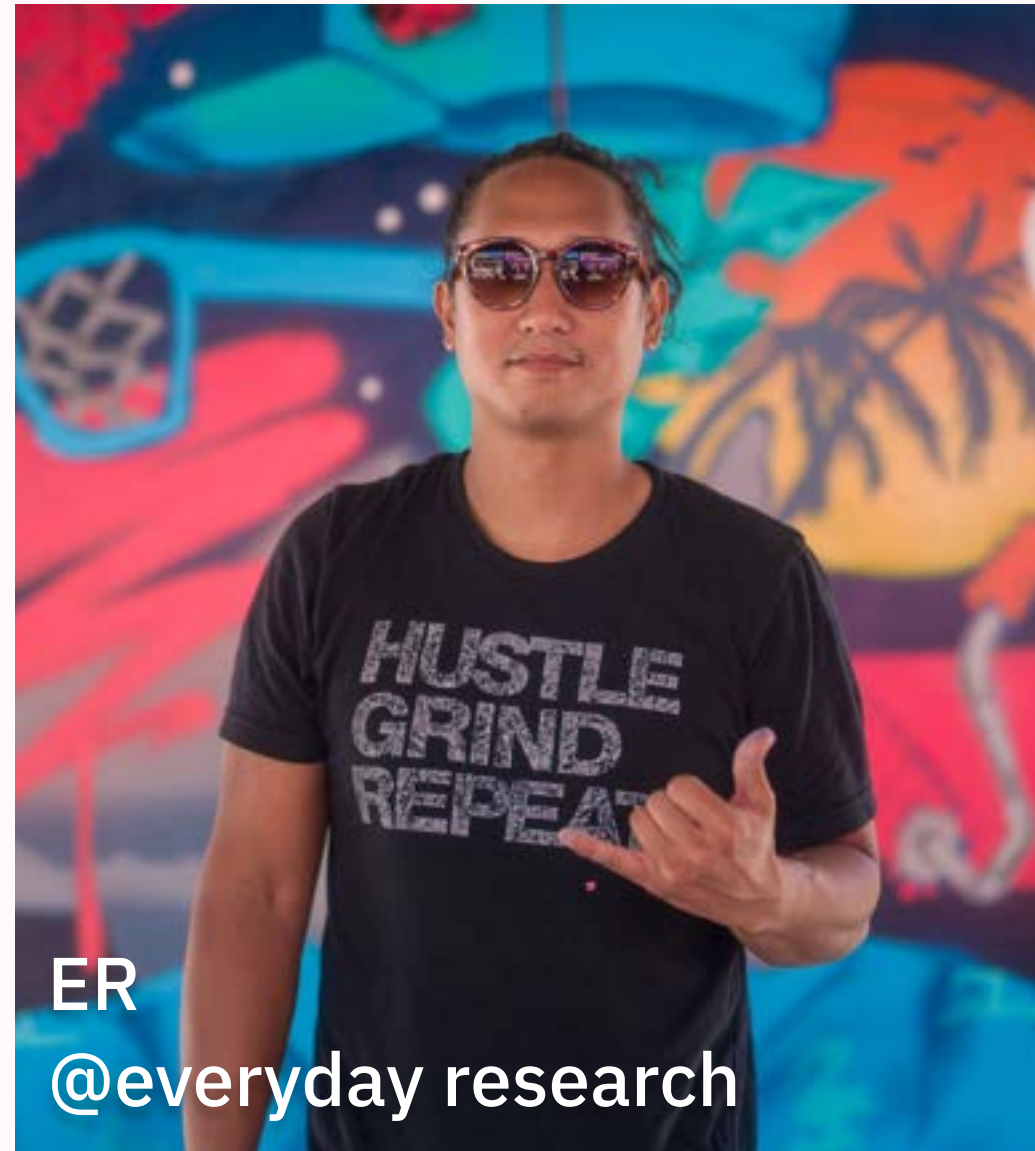
Goals and Impact

- Expand Reach: Become a weekend destination
- Support Local Artists: Facilitate connections with other supporting artists
- Democratize Art Collecting: Level the playing field for new collectors
- Break Stigmas: Show that supporting the arts doesn't require immense wealth





Paul Garson
@paulgarson13



ER
@everyday_research



Taylor
@taylordpaints



Jenkins2d
@jenkins2d

A few of our artists

Just like us, our artists hail from every corner of Texas — and we take care of our own. Through generous sponsor funding, we are able to offer cash stipends to cover the costs of materials, labor, and to honor the creative energy each artist invests in their work.



FEE BEE
@feebee_n_jay



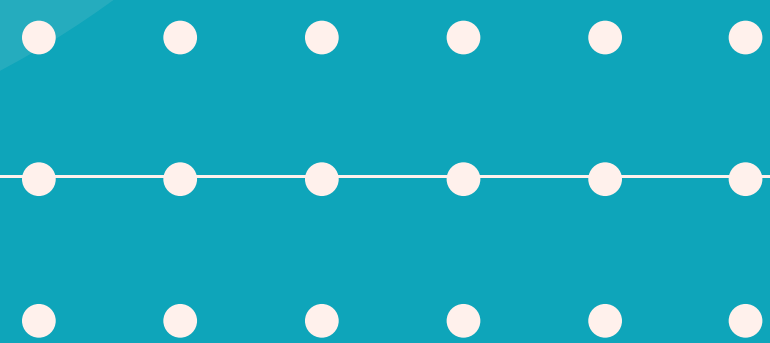
Raisa Melendez Tardi
@dura_pura_vida



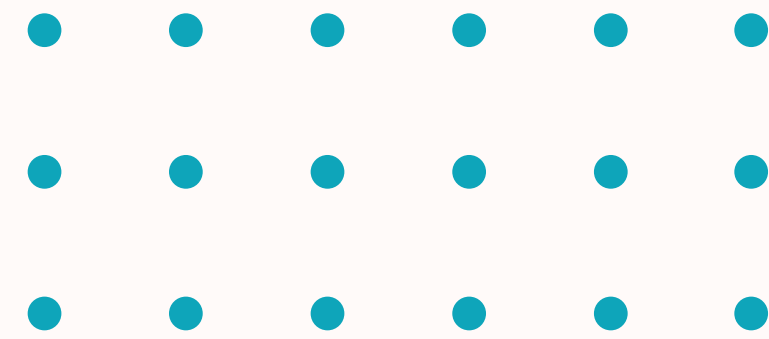
Candy Kuo
@itskandycuo



How you can contribute.



Partnering for Success



Increased Exposure and Foot Traffic

As a participating sponsor, benefit from increased visibility and customer traffic, connecting directly with a whole new audience of both local residents and visitors.



Community Involvement and Brand Enhancement

Align your brand with a significant cultural staple, demonstrating your commitment to ongoing community development and cultural enrichment.



Collaborative Marketing

Leverage joint marketing initiatives to promote your brand as part of SAMi, benefiting from widespread exposure through various media channels.

Let's **elevate** your brand.

SAAP is supported through our fiscal agent TEN, a 501(c)(3), which offers tax-deductible sponsorship opportunities. This allows for financial optimization for your company and supports our shared goals in the art community. Explore our innovative sponsorship models to find the best tier for your brand's objectives.

Bronze

\$2,000

- Logo and shoutouts, social media mentions ✓
- DJ shoutouts ✓
- Logo on t-shirts ✓
- "I Support SAAP" Stickers ✓
- Graffiti wall acknowledgment ✓

Silver

\$5,000

- All previous benefits + ✓
- Sponsored temporary wall ✓
- Selfie station logo ✓
- Limited edition prints ✓
- Merchandise package ✓

Gold

\$10,000

- All previous benefits + ✓
- Sponsored Art Wall ✓
- Wabi Sabi Inspiration Workshop + BOGO ✓
- 10 tickets to all events for lifetime of SAAP ✓
- Artist Meet&Greet VIP Package ✓



Let's **elevate** your brand.

Engage with the community through innovative sponsorship and funding models. Take a look at what we offer and get an idea of what tier best fits your brand's goals. Ask about our in-kind donor program!

Platinum \$20,000

All previous benefits +



Executive Art Therapy
Session (before event) +
BOGO to area nonprofit



Founding Donor \$50,000 +

All previous benefits +



Year-long guaranteed wall space SAMi 2025 and additional programs to come in 2024



Prominent wall and stage presence at key venues, panel stage for art support discussion, award stage recognition



Pick-Your-Day, use SAMi at the Expo as your next BIG event venue



Branded wall and stage at Armadillo or Luster Pearl
(Panel stage - discussion about supporting the arts)



Make a personal **impact** in the arts.

Join a community dedicated to innovative art initiatives. Your contribution to SAAP, supported by TEN's 501(c)(3) sponsorship, is tax-deductible and crucial for our art community's goals. Explore our donor program and find a giving option that resonates with you.

Silver

\$200

- 8" x 10" Print ✓
- T-shirt in select size ✓
- "I Support SAAP" Sticker ✓
- 2 tickets to SAMi ✓

Gold

\$500

- All previous benefits + ✓
- Signed 9" x 12" Print ✓
- Unique Sticker by Featured Artist ✓

Platinum

\$1,000

- All previous benefits + ✓
- Signed 9" x 12" Limited Edition Screen Print by Featured Artist ✓
- Limited Edition SAAP T-shirt in select size ✓
- Additional 2 tickets to SAMi ✓



Join SAAP



KALEIDO

