

Dear Sponsors,

We are thrilled to invite you to our West Coast Pretty Boy Paint Festival in Lake Elsinore, California April 4th & 5th and our summer of '25 event in Buffalo, New York, July 18th & 19th.

We're also excited to be co-hosting this first event with two well-respected West Coast pioneers in the painting industry, SurfPrep & Apollo Sprayers. Chris Read, owner of Meldrims, Urbaniks, and Vermont Paint Stores, we will be co-hosting our summer event and helping us bring in a local crowd.

The Pretty Boy Paint Festival:

The Pretty Boy Paint Festival celebrates professional painters, Faux Finishers, Muralists, and DIYers involved in various stages of painting and finishing, their families, and visitors coming together to share, create, and appreciate the transformative power of paint. The festival will feature live demos, competitions, workshops, music, local food vendors, and more. This is a unique opportunity for brands to connect with a diverse audience passionate about all forms of painting.

The Pretty Boy Paint Festival is the brainchild of Brian Cooney, the owner and inventor of Pretty Boy Paint Cleaner. Living in New York City, Brian organized a Saturday afternoon meetup with a few dozen painting contractors at a local restaurant in June 2020. It was such a hit, he decided to continue the tradition every year. In 2023, Brian rebranded the “*Contractor Get Together,*” the “*Pretty Boy Paint Festival.*” That same year, Brian introduced his first painting competition. Two opposing teams competed for the best door finish in 10 minutes using Benjamin Moore paint & Arroworthy brushes, mini-rollers and tape. Brian also

created the Pretty Boy Golden Brush Award, which is given to the winners in each category.

We are seeking corporate sponsors to keep bringing this inspiring event to life and offer brands a unique platform to engage with real professional tradespeople and local artist that make their living with paint. By partnering with The Pretty Boy Paint Festival, sponsors will gain visibility, recognition, and the opportunity to build lasting relationships within the paint community.

Past Sponsors have included Benjamin Moore, Arroworthy, Titan Sprayers, SurfPrep, Meldrims, Dipless Brush, Blue Dolphin Tape, Colorize, and NuDoors.

Sponsorship Opportunities:

We offer a variety of sponsorship packages to suit different levels of engagement and budget, each designed to maximize your brand's exposure before, during, and after the event. Let us know a good time to chat in person, Zoom, or via phone to best understand what would work best for your brand.

Audience: Painting contractors, Faux Finishers, Muralist, Local Artist, & DIYers.

Over the past three years, this event has become a hub for networking,

skill-building, and showcasing the latest tools, technologies, and trends in

the painting trades. Plus, the painting competitions are a big hit on social media, some with over a million views!

Please Contact: Brian Cooney, Founder/CEO Pretty Boy Products LLC

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