


Create a state of innovation.





STATEWIDE DIGITAL BILLBOARD CAMPAIGN



**Create a state
of imagination.**

**Drive the arts.
Buy the plate.**



**Raise \$40 million
for arts education.**

**Get yours now at
ArtsPlate.org**

STATEWIDE DIGITAL BILLBOARD CAMPAIGN



A California license plate with the word "ANNETTE" in large blue letters. The word "California" is written in red script above it. The plate features a graphic of palm trees on the left and a sun with rays on the right. A smiling woman with short blonde hair, wearing a grey blazer and a gold necklace, is positioned in front of the plate. The background is a dark blue gradient with faint, stylized numbers and a film strip graphic.

**Create a state
of artistry.**

**Drive the arts.
Buy the plate.**




A California license plate with the word "ARTSPL8" in large blue letters. The word "California" is written in red script above it. The plate features a graphic of palm trees on the left and a sun with rays on the right. The background is a dark blue gradient with faint, stylized numbers and a film strip graphic.

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for arts education.**

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ArtsPlate.org**

STATEWIDE DIGITAL BILLBOARD CAMPAIGN



California
WLFGNG

**Create a state
of innovation.**

**Drive the arts.
Buy the plate.**

© Thebeaut 1003

PHOTO: AMANDA MORGAN



California
ARTSPL8

**Raise \$40 million
for arts education.**

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ArtsPlate.org**

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STATEWIDE DIGITAL BILLBOARD CAMPAIGN



California
GLEE

**Create a state
of talent.**

**Drive the arts.
Buy the plate.**

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PHOTO: COURTESY OF FOX



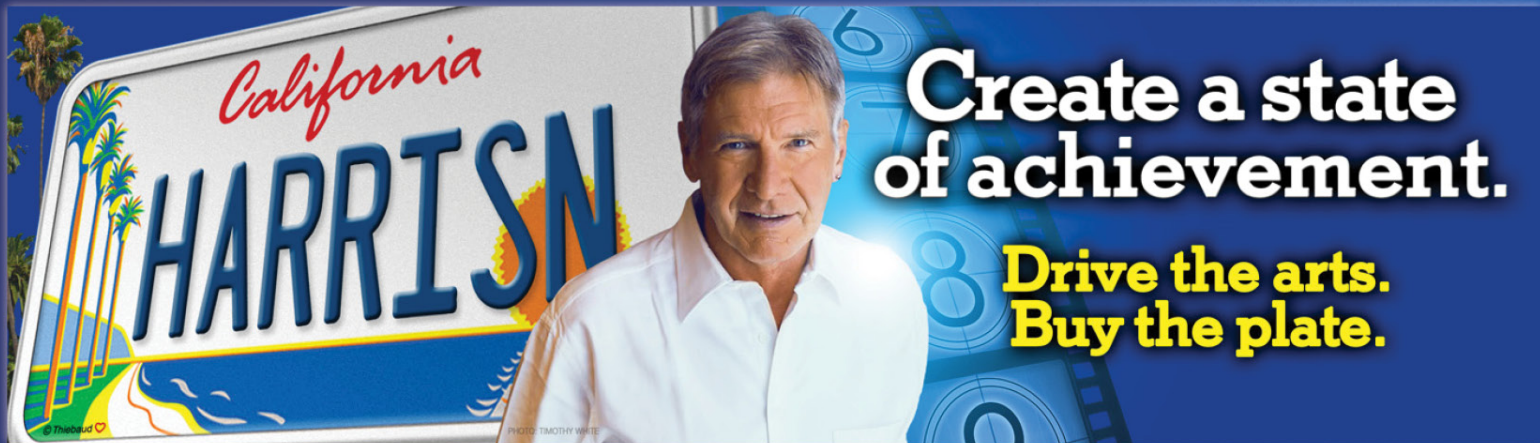
California
ARTSPL8

**Raise \$40 million
for arts education.**

**Get yours now at
ArtsPlate.org**

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STATEWIDE DIGITAL BILLBOARD CAMPAIGN



**Create a state
of achievement.**

**Drive the arts.
Buy the plate.**



**Raise \$40 million
for arts education.**

**Get yours now at
ArtsPlate.org**

STATEWIDE DIGITAL BILLBOARD CAMPAIGN

A woman with long brown hair, wearing a purple blazer, is smiling and pointing her right hand towards a California license plate. The license plate is white with a blue border and features the word 'MARIA' in large blue letters. Above the letters is the word 'California' in red script. The background of the plate shows a stylized landscape with palm trees, a sun, and waves. The woman is standing in front of a blue background with a bright light source behind her.

**Create a state
of inspiration.**

**Drive the arts.
Buy the plate.**

A California license plate is shown, featuring the word 'ARTSPL8' in large blue letters. Above the letters is the word 'California' in red script. The background of the plate shows a stylized landscape with palm trees, a sun, and waves. The plate is set against a blue background with a bright light source behind it.

**Raise \$40 million
for arts education.**

**Get yours now at
ArtsPlate.org**

STATEWIDE DIGITAL BILLBOARD CAMPAIGN



**Create a state
of synergy.**


**Drive the arts.
Buy the plate.**



**Raise \$40 million
for arts education.**

**Get yours now at
ArtsPlate.org**

STATEWIDE DIGITAL BILLBOARD CAMPAIGN

A digital billboard advertisement featuring Jack Black. He is pointing towards a California license plate that reads "JCKBLCK". The plate has the word "California" in red script at the top, and a graphic of palm trees and a sun on the left. The background of the billboard is blue with a faint image of a theater.

**Create a state
of awesomeness.**

**Drive the arts.
Buy the plate.**

PHOTO: MATT SAYLES/AP

A digital billboard advertisement showing a California license plate that reads "ARTSPL8". The plate features the word "California" in red script at the top, and a graphic of palm trees and a sun on the left. The background of the billboard is blue with a faint image of a theater.

**Raise \$40 million
for arts education.**

**Get yours now at
ArtsPlate.org**

STATEWIDE DIGITAL BILLBOARD CAMPAIGN



California
PLACIDO

**Create a state
of crescendo.**

**Drive the arts.
Buy the plate.**



California
ARTSPL8

**Raise \$40 million
for arts education.**

**Get yours now at
ArtsPlate.org**

STATEWIDE DIGITAL BILLBOARD CAMPAIGN

A digital billboard advertisement. On the left, a man with glasses, wearing a white shirt and a black vest, is sitting. To his left is a large graphic of a California license plate. The plate is white with a blue border and features the word 'California' in red script at the top. Below it is a large blue letter 'Q'. The bottom of the plate has a colorful graphic of palm trees, a sun, and waves. To the right of the man, the text 'Create a state of harmony.' is written in white, and below it, 'Drive the arts. Buy the plate.' is written in yellow.

**Create a state
of harmony.**

**Drive the arts.
Buy the plate.**

A digital billboard advertisement. On the left is a large graphic of a California license plate. The plate is white with a blue border and features the word 'California' in red script at the top. Below it is the text 'ARTSPL8' in large blue letters. The bottom of the plate has a colorful graphic of palm trees, a sun, and waves. To the right of the plate, the text 'Raise \$40 million for arts education.' is written in white, and below it, 'Get yours now at ArtsPlate.org' is written in yellow.

**Raise \$40 million
for arts education.**

**Get yours now at
ArtsPlate.org**

Participating Arts Drivers:

As of Sept. '12

Debbie Allen
Herb Alpert
Annette Bening
Jack Black
Father Gregory Boyle
Eli Broad
Vernon Davis
Placido Domingo
The Edge
Harrison Ford
David Geffen
Frank Gehry
Cast of "Glee"
Macy Gray
Quincy Jones
John Lithgow
Steve Martin
Ozomatli
Wolfgang Puck
Robert Redford
Tim Robbins
Ed Ruscha
Maria Shriver
Russell Simmons
Alice Waters

California
DB ALLEN



Create a state of movement.
Drive the arts.
Buy the plate.

California
JACK BLCK




Create a state of awesomeness.
Drive the arts.
Buy the plate.

California
VERNON



Create a state of confidence.
Drive the arts.
Buy the plate.

California
HARRISON



Create a state of achievement.
Drive the arts.
Buy the plate.

California
GLEE



Create a state of talent.
Drive the arts.
Buy the plate.

California
LITHGOW



Create a state of character.
Drive the arts.
Buy the plate.

California
WLFNG



Create a state of innovation.
Drive the arts.
Buy the plate.

California
TMRBNS



Create a state of inspiration.
Drive the arts.
Buy the plate.

California
A WATERS



Create a state of growth.
Drive the arts.
Buy the plate.

California
ALPERT



Create a state of performance.
Drive the arts.
Buy the plate.

California
HOMEBOY



Create a state of compassion.
Drive the arts.
Buy the plate.

California
PLACIDO




Create a state of crescendo.
Drive the arts.
Buy the plate.

California
GEFFEN



Create a state of dreams.
Drive the arts.
Buy the plate.

California
MACY



Create a state of expression.
Drive the arts.
Buy the plate.

California
STVMRTN



Create a state of imagination.
Drive the arts.
Buy the plate.

California
REDFRD



Create a state of independents.
Drive the arts.
Buy the plate.

California
MARIA



Create a state of inspiration.
Drive the arts.
Buy the plate.

California
ANNETTE



Create a state of artistry.
Drive the arts.
Buy the plate.

California
EBROAD



Create a state of engagement.
Drive the arts.
Buy the plate.

California
EDGE



Create a state of progression.
Drive the arts.
Buy the plate.

California
GEHRY



Create a state of groundbreaking.
Drive the arts.
Buy the plate.

California
Q



Create a state of harmony.
Drive the arts.
Buy the plate.

California
OZOMTL



Create a state of synergy.
Drive the arts.
Buy the plate.

California
RUSCHA



Create a state of artistry.
Drive the arts.
Buy the plate.

California
RSLSMNS



Create a state of happiness.
Drive the arts.
Buy the plate.

Arts Drivers

VOUCHER / PERKS CARD



REDEEM NOW FOR YOUR CALIFORNIA ARTS PLATE!

**Redeem this card.
Get the plate.
Drive the arts.**

The California Arts Plate funds arts education and local arts programs statewide through the California Arts Council.

Help restore \$40 million in annual funding.

Redeem this card today at **ArtsPlate.org** and enjoy great benefits by driving the arts!

I drive the arts.



Keep this card
to enjoy discounts, perks and privileges from arts organizations and other campaign partners.

Go to artsplate.org/perks regularly for details and new benefits.

PLAYBILL ADS

California HARRISON
Create a state of achievement.

California DB ALLEN
Create a state of movement.

California TMRBNS
Create a state of inspiration.

California GLEE
Create a state of talent.

California STVMRTN
Create a state of imagination.

California VERNON
Create a state of confidence.

California ARTSPL8
Arts education cultivates creativity and innovation, the keys to success in every field.
Drive the arts. Buy the plate.
Raise \$40 million annually for arts education and arts programs in California.
Get yours now at ArtsPlate.org
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California ARTSPL8
Arts education cultivates creativity and innovation, the keys to success in every field.
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Get yours now at ArtsPlate.org
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