



# ARTSFEST

**Sponsorship Packet**

**May 5 & 6, 2018**

# What is Artsfest?



Artsfest is the largest fine arts festival in Southwest Missouri – featuring 140 artists from all over the country, over 80 performances, delicious food from some of Springfield's favorite restaurants and food vendors, and a kids hands-on area with activities.

## Why should you sponsor?

- **Get your brand in front of 20,000 attendees**  
Artsfest is one of the biggest and best events outdoor art festivals in Southwest Missouri. Patrons come back year after year to browse the work of many talented artists, enjoy one of the first outdoor festivals of the spring and take in the electric atmosphere.
- **Reach young professionals, families and art patrons**  
Artsfest strives to be an experience for folks of all ages. Top notch performers and a festival atmosphere draws in young professionals, while the dance stages and kid's activities cater to families. Featuring more than 70 out of state artists, the juried art fair brings in the serious art patrons as well.
- **Show your support for art education and center city**  
Proceeds from Artsfest goes to the Springfield Regional Arts Council (SRAC), which aims to make the arts a vital part of the community through education, advocacy and collaboration. For this event, the SRAC partners with the Downtown Springfield Association, which focuses on keeping center city Springfield vibrant for generations to come.

# 2017 Artsfest Sponsors



## GREAT SOUTHERN BANK

## *TransLand*



# Sponsor Packages



|                    | Platinum-<br>\$10,000<br>(SOLD) | Gold-<br>\$5,000 (2x) | Silver-<br>\$2,500 (5x) | Bronze-<br>\$1,000 (8x) | Booth-<br>\$500 | In-Kind |
|--------------------|---------------------------------|-----------------------|-------------------------|-------------------------|-----------------|---------|
| Logo on Website    | X                               | X                     | X                       | X                       | X               | X       |
| Brochure Thank You | X                               | X                     | X                       | X                       | X               | X       |
| Social Shout Out   | 3                               | 2                     | 1                       | 1                       | 1               | 1       |
| Tickets            | 75                              | 35                    | 20                      | 10                      | 5               | 2       |
| T-shirts           | 15                              | 8                     | 5                       | 2                       | 1               |         |
| Logo on Tower      | X                               | X                     | X                       | X                       | X               |         |
| On-site Signage    | X                               | X                     | X                       | X                       |                 |         |
| Release Mention    | X                               | X                     | X                       |                         |                 |         |
| Logo on Poster     | X                               | X                     |                         |                         |                 |         |
| Logo on Ticket     | X                               |                       |                         |                         |                 |         |
| Logo on T-shirt    | X                               |                       |                         |                         |                 |         |



# Platinum-SOLD



Show your commitment to a vibrant arts community in Springfield by serving as our presenting sponsor.

## \$10,000 Package Includes:

- Logo integrated into official Artsfest branding/theme
- Official, exclusive ticket sponsor
- “Presented by” on all marketing materials -- including posters, press release, PSA’s, tickets, etc.
- Logo on sleeve of event t-shirts
- Logo included on event preview banner and entrance signage
  - If 3-year contract signed, can get logo placed twice
- Prominent placement of multiple banners
  - Custom signage, available at no charge upon request
- Multiple social media shout outs on Facebook page with more than 6,000 fans and growing
- 75 admission tickets for employees
- 15 Artsfest t-shirt vouchers
- Opportunity to run a newsletter ad with the Springfield Regional Arts Council
- Have a booth on-site if desired
- Opportunity to serve on committee and shape event
- Logo on SRAC website for the full year
- Event brochure thank you
- Category exclusivity

# Gold Level



Show your commitment to a vibrant arts community in Springfield by sponsoring a corridor of the festival. Currently, two corridors are available: Juried Art Fair (Walnut) or Interactive Art Area (JQH).

## \$5,000 Package Includes:

- Placement in all marketing materials -- including posters, press release, PSA's, etc.
- Brand name incorporated into the naming of the corridor
- Logo included on entrance signage
- Prominent placement of multiple banners
  - Custom signage, available at no charge upon request
- 2x social media shout outs on Facebook page with more than 6,000 fans and growing
- Up to 35 admission tickets for employees
- Up to 8 Artsfest t-shirt vouchers
- Opportunity to run a newsletter ad with the Springfield Regional Arts Council
- Have a booth on-site if desired
- Opportunity to serve on committee and shape event
- Logo on SRAC website for the full year
- Event brochure thank you
- Category exclusivity

# Silver Level



Show your commitment to a vibrant arts community in Springfield by sponsoring a stage or significant activity area at the festival. Select from the following areas: West stage, Show Wagon stage, Dance stage, Kid's Area and Art Patronage Program.

## \$2,500 Package Includes:

- Placement on all marketing materials referencing the stage/area
- Brand name incorporated into the naming of the stage/area
- Logo included on entrance signage
- Prominent placement of one banner at the stage/area
  - Custom signage, available at no charge upon request
- One social media shout out on Facebook page with more than 6,000 fans and growing
- Up to 20 admission tickets for employees
- Up to 5 Artsfest t-shirt vouchers
- Have a booth on-site if desired
- Logo on SRAC website for the full year
- Event brochure thank you
- 3 free passes to our art patronage activities
- Category exclusivity

# Bronze Level



Show your commitment to a vibrant arts community in Springfield by sponsoring an activity at the festival. Options include: Music in the Inn Stage, Live Art Area, Pet's Area, Budding Artist Gallery, Film Screening, Food Court Area, Food Truck Park and Nonprofit Area.

## \$1,000 Package Includes:

- Brand name incorporated into the naming of the stage/area
- Logo included on entrance signage
- Prominent placement of one banner at the stage/area
  - Custom signage, available at no charge upon request
- One social media shout out on Facebook page with more than 6,000 fans and growing
- Up to 10 admission tickets for employees
- Up to 2 Artsfest t-shirt vouchers
- Have a booth on-site if desired
- Logo on SRAC website for the full year
- Event brochure thank you

## One stage available at the \$1,750 level: Bandstand Stage.

This package includes everything in the Bronze Level along with 5 extra admission tickets, 2 more t-shirt vouchers and premium banner placement in the heart of the festival.



# Sponsor Booth



Show your commitment to a vibrant arts community in Springfield and engage with attendees by having a Sponsor Booth.

## \$500 Package Includes:

- Logo included on entrance signage
- Placement of banner if desired
- One social media shout out on Facebook page with more than 6,000 fans and growing
- Up to 5 admission tickets for employees
- 1 Artsfest t-shirt voucher
- Have a booth on-site if desired
- Logo on SRAC website for the full year
- Event brochure thank you
- 1 free passes to our art patronage activities

## Other options:

Cannot staff a booth, but looking for a smaller scale sponsorship? Select one of the below activities to sponsor for \$500 as well.

- Selfie station
- Golf carts
- Hospitality house
- Artist awards
- Information booth

# In-Kind Donations



There are also many in-kind sponsorship opportunities with Artsfest.

- **Artist Breakfast and Lunch (3x available):**
  - Donate breakfast, lunch and/or coffee to our artist vendors to show goodwill to the art community
- **Golf Carts (1x available):**
  - In need of 3x golf carts to use throughout the 2-day festival
  - Sponsor would get signage on the side of the golf carts in addition to the other in-kind benefits.
- **Signage/Advertising/Other Services:**
  - Recognize services such as sign production and advertising as in-kind donations

***All in-kind sponsors will receive a social media shout out, a logo on the website and 2 free admission tickets.***



**Sponsorship  
deadline is  
March 23, 2018**

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For questions or to reserve your sponsorship,  
call 417-831-6200 or email  
[bethany@itsalldowntown.com](mailto:bethany@itsalldowntown.com).