



Central Pennsylvania Festival of the Arts 2016

July 13 – 17, 2016
July 13 is Children & Youth Day

SPONSORSHIP OPPORTUNITIES

Let us put your business in front
of more than 125,000 people!

arts-festival.com

The Central Pennsylvania Festival of the Arts is a nationally-recognized event held annually in downtown State College and on The Pennsylvania State University/University Park campus. More than 125,000 people enjoy the Arts Festival each year, bringing not only life and energy to our community, but also more than \$14 million in revenue to our hotels, restaurants and other businesses. Our independent survey tells us that 95% of visitors reside within the state of Pennsylvania. Nearly 87% are return visitors, and 48% return annually. Sixty-four percent of visitors eat in State College restaurants while 60% shop in downtown stores.



We are committed to bringing our sponsors value through promotion, visibility and marketing opportunities. We recognize the differences in companies, their products, services, marketing strategies and ownership. Therefore, it is our goal to design a partnership tailored to meet the needs of each business.

Our corporate sponsors pride themselves in associating with a wholesome, family-oriented celebration of the community. With an exceptional professional staff and a cadre of dedicated volunteers, our operational goals include showcasing our sponsors as true partners in the presentation of the Central Pennsylvania Festival of the Arts.

The Sidewalk Sale and Exhibition of the Central Pennsylvania Festival of the Arts once again ranked first on the list of 100 Best Fine Art and Design Shows in America published by *Sunshine Artist* magazine. The twenty-third annual poll, published in the September 2015 issue of *Sunshine Artist*, is based on sales totals reported by exhibitors at the 2014 festival. *Sunshine Artist* is America's premier art show and festival guide.

This is the second time the Sidewalk Sale and Exhibition has reached the list's top spot. The event hasn't been ranked lower than fifth since 2009.

Sponsor Benefits

PRESENTING SPONSOR \$125,000

The Presenting Sponsorship is reserved for one company only whose name shall be identified with the name of the event in all marketing materials, press releases, advertising and promotions. Once contracted as the Presenting Sponsor, the event will be known as the Central Pennsylvania Festival of the Arts, presented by XYZ.

PLATINUM SPONSOR (\$10,000 and more)

- Opportunity for 10'x10' corporate booth on Festival route
- Feature article in Official Program Guide
- Twenty-five Festival buttons
- Twenty-five Festival t-shirts
- Plus Gold, Silver, Bronze, Steel and Copper benefits



Sponsorship Opportunities

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Arts Festival Button	\$5,000
Arts Festival Poster	\$4,000
Sand Sculpture	\$4,000
That magically evolves in Sidney Friedman Park	
Artists' Dinner	\$3,000
Performances and Stages	\$250 to \$7,500
Eight locations throughout the Festival	
Merchandise Booth	\$2,500
Where official Festival t-shirts and buttons are available	
Silent Auction Barn	\$2,500
Where more than 100 pieces of artwork—donated by artists—are on display and up for auction	
Information Booths	\$2,500
Three booths where knowledgeable volunteers assist with visitor questions and where bottled water is sold	
Artist Awards	\$500 to \$2,500
Sponsors are invited to present their award at the Saturday morning ceremony	
Food Court Dining Areas	\$2,500
Italian Street Painting Festival	\$325
4'x6' painted square with sponsor name	
ISPF Young Artists Alley	\$1,000
Artisanal Food Sampling Area	\$1,000

AND MORE! Ask about our special 2016 50th Birthday sponsorship opportunities.

We are willing to entertain any sponsorship idea—just ask!

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VENDOR SPONSORSHIP start at \$5,000

Space for 10x10' vendor booth on prime real estate along the Festival route. *Limited availability*

More About Central Pennsylvania Festival of the Arts

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Surveys conducted in recent years by Dr. Julie Lammel of Lock Haven University estimate that more than 125,000 people attended over the five-day period. Our four-day, juried Sidewalk Sale & Exhibition boasts more than 300 talented artists drawn from across the country and around the world. In 2015, our one-day Children & Youth Sidewalk Sale had 175 participants.

People continue to attend based on the opportunity to immerse themselves in the art (both visual and performing), as an annual tradition, to reunite with family and friends, for the fun and pleasant atmosphere, and to visit the Penn State campus and State College as a Penn State alum or fan.

Sunshine Artist magazine, a leading guide to art shows and festivals in the United States, has ranked the Central Pennsylvania Festival of the Arts #1 on its list of 100 best fine art and design shows in the United States for two out of the past three years.

For more information and sponsorship details, please contact:

Jennifer Shuey, Director of Development
jshuey@arts-festival.com
phone 814-237-3682 or 814-574-6106
fax 814-237-0708





GOLD SPONSOR (\$5,000 to 9,999)

- If performing arts event, opportunity to recognize and introduce artist
- Web link to sponsor's business
- Ten Festival buttons
- Plus Silver, Bronze, Steel and Copper benefits

SILVER SPONSOR (\$2,500 to 4,999)

- Five Festival buttons
- CEO or other designated name included in Program Guide
- Plus Bronze, Steel and Copper benefits

BRONZE SPONSOR (\$1,000 to 2,499)

- On-site recognition
- Highly visible recognition in multiple publications and in media coverage
- Opportunity to display corporate banner at sponsored event site
- Recognition with logo on CPFA website and in Program Guide
- Plus Steel and Copper benefits

STEEL SPONSOR (\$250 to 999)

- If award sponsor, opportunity to recognize artist and present sponsored award
- Recognition on the CPFA Sponsor Towers located on Allen Street
- Plus Copper benefits

COPPER SPONSOR (up to \$249)

- Acknowledgement in thank you advertisement in *Centre Daily Times*
- Recognition by name on CPFA website
- Recognition by name in Program Guide

Note:

Award sponsors receive full-color recognition in the following year's Preview and Official Program Guide in the section featuring photos of the past year's winning art.

Promotion and advertising

In 2015, the Central Pennsylvania Festival of the Arts was advertised and promoted as follows. It is anticipated that 2016 marketing will be similar in scope.

- StateCollege.com
- Facebook.com
- ArtFairCalendar.com
- ArtFairSourceBook.com
- Wearecentralpa.com
- Art-linx.com
- WTAJ-TV (CBS Altoona)
- WHTM-TV (ABC 27—Harrisburg)
- WXPB-FM radio (public radio – Philadelphia/Harrisburg/WXPB.org)
- WPSU-FM
- WPSU-TV
- WITF-FM (public radio Harrisburg)
- WZWW-FM
- WIEZ-AM/WMRP-FM (Lewistown)
- WLAK-FM (Huntingdon)
- WOWQ-FM (DuBois)
- WCPA-AM/WQYX-FM (Clearfield)
- *Altoona Mirror*
- VisitPA.com (the official tourism website of the Commonwealth of Pennsylvania)
- *The Penn Stater* magazine (cir. 140,000)
- *Sunshine Artist* magazine
- *Centre Daily Times*
- *The Daily Collegian*
- *Susquehanna Life*
- *Town&Gown* magazine (official Preview & Program Guides)
- PATCH.com (Malvern, PA; Bryn Mawr/Gladwynne, PA; Ardmore/Merion/Wynwood, PA)
- Official map of the Downtown State College Improvement District
- Central Pennsylvania Convention and Visitors Bureau guide
- Chamber of Business and Industry of Centre County guide
- Penn State Alumni Association e-newsletter
- *Recreation News* (cir. 100,000 – DC and Baltimore) as well as email blast
- Pennsylvania on Display: 10,000 rack cards distributed at selected interstate highway rest areas and Pennsylvania official welcome centers as well as locally
- 1,750 collectible 24"x36" Festival posters
- 5,000 collectible Festival buttons
- On-site live radio and television spots (WTAJ, WJAC, 3WZ)

Central Pennsylvania Festival of the Arts Sponsorship Commitment 2016



Please complete this form and return to:

Jennifer Shuey, Director of Development
Central Pennsylvania Festival of the Arts
jshuey@arts-festival.com
P.O. Box 1023, State College, PA 16804

Phone: 814-237-3682

Fax: 814-237-0708

Cell: 814-574-6106

Commitments must be made by May 24 to be included in the Official Program Guide. Payment is due in full by Wednesday, June 8, 2016

COMPANY NAME/SPONSORSHIP LISTING

CONTACT PERSON

TITLE

SIGNATURE

ADDRESS

CITY STATE ZIP

EMAIL

PHONE FAX

Check enclosed

VISA Mastercard Discover

CARD NUMBER

EXP. DATE SECURITY CODE

WEBSITE

FACEBOOK

TWITTER

INSTAGRAM

Central Pennsylvania Festival of the Arts™



Central Pennsylvania Festival of the Arts Sponsorship Commitment 2016



I/We would like to sponsor _____

In the amount of _____

(If a performing arts event, we will call you to discuss your available options.)

We are interested in pursuing sponsorship ideas and would like to discuss them with you.

We would like to reserve a Vendor Sponsor booth space. Please call us to discuss the details.

We recognize the importance of this event to the community and, instead of a sponsorship, we would like to make a charitable donation for the general support of the Arts Festival as follows:

\$1,000

\$500

\$250

\$100

\$50

Other _____

Sponsorship listing as it should appear in all acknowledgements:

Please note: Sponsorships will not appear in publications or on our website until a signed commitment form is received

Note: \$1,000+ Sponsors should email their logo to jshuey@arts-festival.com. Please send a high quality jpg image, 300 dpi, at least 1 MB but no larger than 4 MB, preferably square.

Please complete contact and payment information on the other side of this form. →

Central Pennsylvania Festival of the Arts™

