

Sponsorship Prospectus 2018



July 21st, 2018 | 10:00am – 6:00pm | Throughout **Downtown Willoughby**

Promoting the Arts & Culture for 27 years!

Why Support the Willoughby ArtsFest?

- Be a positive influence supporting the continuing effort to bring light to Arts & Culture in our area
- Help ensure the Chamber can sustain, grow and continue to support small businesses and the communities of Western Lake County
- Broad exposure in various media outlets that reach your audience
- Align your brand with one of the most respectable and long-standing events in Lake County
- Increase tourism to, and business in Lake County
- Aid in event growth for the 27th year of this amazing event

Attendee Demographics

80% Female **20% Male**
Age Range: **55-64: 40%**,
45-54: 20%, **Millennials: 30%**
60% College Graduates or Postgraduates
50% have annual income over **\$75,000**
60% spent **3 or more hours** at last years ArtsFest



**ArtsFest
Facebook
Stats 2017**

- Primary Demographic: **Women 35-44 and 45-54 (44%)**
- Over **176,000** unique Facebook users reached* **19,808** website page visits**
- **1,800+** video views the day of the 2017 ArtsFest

*Jan-Oct 2017 **Jan-Jul 2017

Contact Us Today to Sponsor this year's



hosted by



Karen W. Tercek

President/CEO - Willoughby Western Lake County Chamber of Commerce
ktercek@wwlcchamber.com | 440-942-1632 | 28 Public Square, Willoughby, OH

WilloughbyArtsFest.com

Volunteering opportunities are available, ask us how you can get involved!

Willoughby ArtsFest!



Fact Sheet

Date: July 21st, 2018

Time: 10:00am – 6:00pm

Location: Throughout the streets and in West Point Park in Downtown Willoughby

What: Over 130 juried artists exhibiting work from various visual art genres.

Live musical performances in the gazebo and various locations throughout the festival.

Wine Tent featuring an amazing selection of wines from local vineyards.

Local food and drink from food trucks, vendors and restaurants.

Auction Tent – bid to win unique selections from many of the participating artists.

Kids Studio – a place for children to interact with and create art.

Admission: Voluntary donations appreciated

Attendance: 15,000+

Hosted By: Willoughby Western Lake County Chamber of Commerce

Sponsorships & Deliverables

Deliverables	 Picasso's Guernica (Friend of the Arts) \$250	 Monet's Waterlilies (Bronze Sponsor) \$500	 Michelangelo's Sistine Chapel (Silver Sponsor) \$1,000	 Van Gogh's Sunflower (Gold Sponsor) \$2,500	 Da Vinci's Mona Lisa (Platinum Sponsor) \$5,000
Booth Space			■	■	■
Info Booth Banner	■	■	■	■	■
Event Poster	■	■	■	■	■
Show Guide/Map	■	■	■	■	■
Postcard	■	■	■	■	■
ArtsFest Website	■	■	■	■	■
ArtsFest Facebook Page		■	■	■	■
ArtsFest FB Event Page		■	■	■	■
ArtsFest FB Promo Post		■	■	■	■
Chamber FB Promo Post		■	■	■	■
The News-Herald ad		■	■	■	■
Scene ad (Full pg)		■ 1x	■ 2x	■ 2x	■ 3x
Scene ad (1/2 pg)			■ 1x	■ 2x	■ 2x
Cleveland Magazine ad				■	■
Mimi's ad				■	■
Currents ad				■	■
LakeTran bus ad				■	■
Street Banner				■	■
▼ EXCLUSIVES ▼					■

Category **Exclusive Sponsorships** available to **\$5,000** (Platinum Sponsors)
 Category examples: Auto Dealer, Hospital, Bank, Real Estate, Construction, Landscape, etc.

“The ArtsFest is fun, fabulous relationship building for my business, and fantastic community involvement!”

— Debby Casper, Dollar Bank, 2017 ArtsFest Sponsor

Media Sponsorships

Media sponsors are the life-blood of the Willoughby ArtsFest.

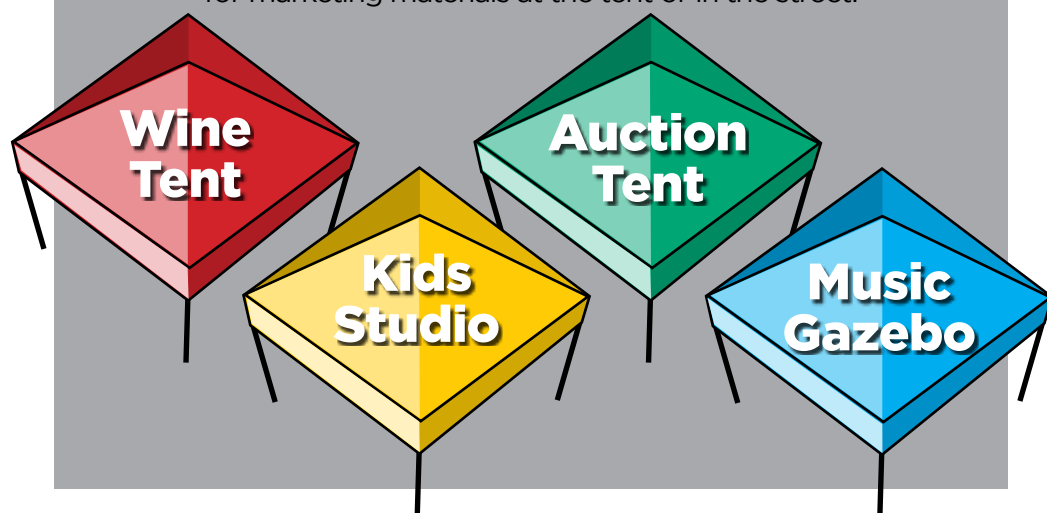
Trade agreements will be made with local media outlets (newspapers, magazines, radio and television) that help to promote this year's ArtsFest.

Media trade agreements will align with the sponsorship levels equivalent to the amount of advertising provided by the media outlet.

Exclusive Focal Point Banner Sponsorships

Sponsor one of these tents for an additional \$500.

You'll get a banner with your logo at the tent, and a table for marketing materials at the tent or in the street.





Sponsorship Agreement 2018

Please complete, designate your investment level and return to the Willoughby Western Lake County Chamber Office, 28 Public Square, Willoughby, OH 44094.

Company Name: _____

Company Address: _____

Contact Person: _____

Email: _____ Phone: _____

Select Sponsorship Level:

- Picasso's Guernica** \$250
Friend of the Arts Sponsor
- Monet's Waterlilies** \$500
Bronze Sponsor
- Michelangelo's Sistine Chapel** \$1,000
Silver Sponsor
- Van Gogh's Sunflower** \$2,500
Gold Sponsor
- Da Vinci's Mona Lisa** \$5,000
Platinum Sponsor

Exclusive Focal Point Banner Sponsorships Additional \$500 each

- Wine Tent**
- Kids Studio**
- Auction Tent**
- Music Gazebo**



Amount: \$ _____ Method of Payment: Check enclosed Credit Card Invoice Me

Credit Card (number): _____ Exp. Date: ____ / ____ / ____

Name on the card: _____ CVV Number: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Signature of Cardholder: X _____

