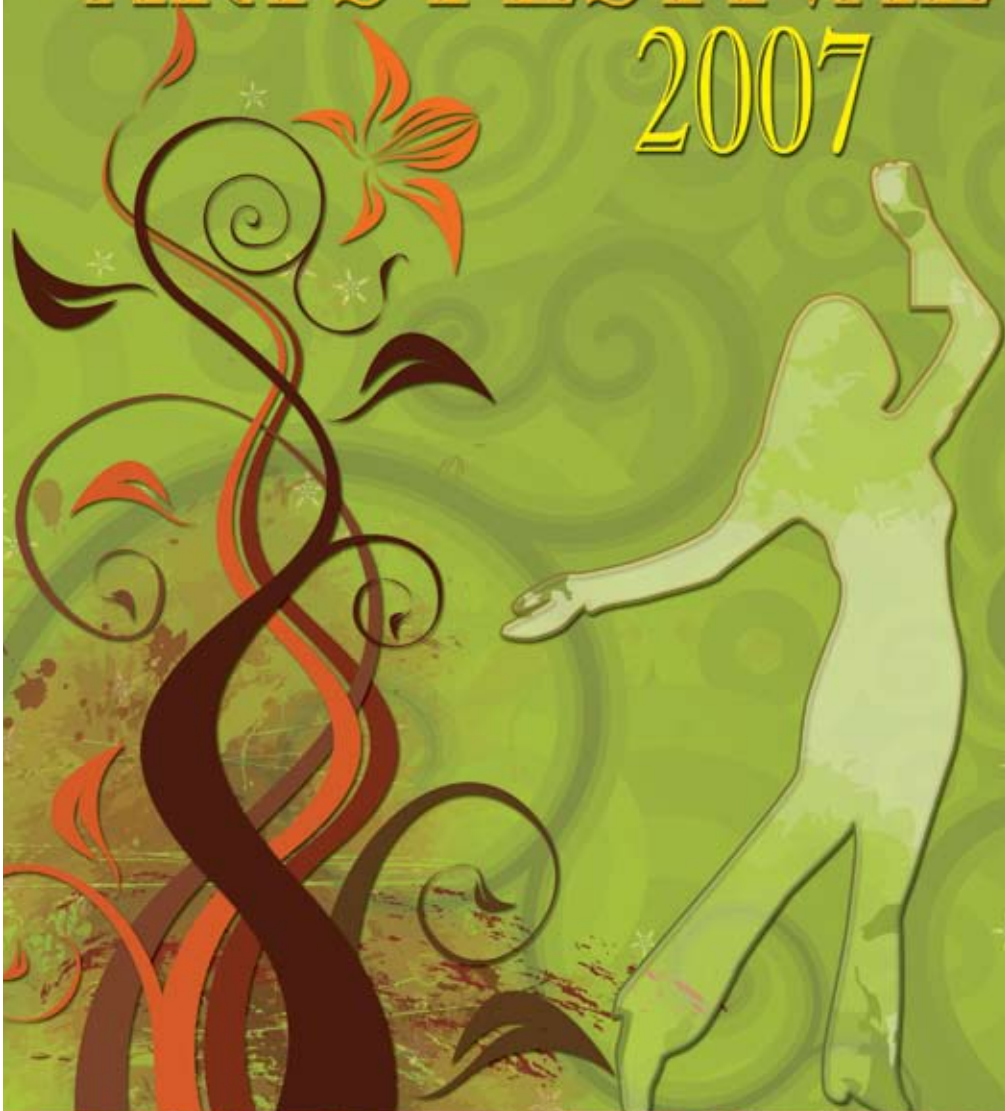


All the Right Reasons to Sponsor the

FAYETTEVILLE ARTS FESTIVAL

2007



Aug. 31-Sept. 2 / Sept. 7-9

WWW.FAYETTEVILLEARTS.ORG

Visual Arts Aug. 31-Sept. 2 Performing Arts Sept. 7-9

Location

Downtown Fayetteville is an eclectic mix of office, retail, restaurants and residential neighborhoods. An epicenter of arts, culture and entertainment, downtown Fayetteville is home to the Walton Arts Center, the award-winning Fayetteville Public Library and in close proximity to the University of Arkansas. Much of the Fayetteville Arts Festival will be concentrated on the Town Square, Dickson Street and the Mill District.

Features

- A highly competitive, juried art show including sculpture, painting, photography, woodcarvings, glasswork, jewelry, multimedia compositions and more
- Public art projects and installation pieces
- 24-Hour Play Festival featuring local and regional talent competing for the title of best play written and produced within a 24-hour period
- Season opening performance by TheatreSquared, a regional professional company
- New plays staged by the Arkansas Playwrights Workshop
- Street theater, comedy improvisation and cabarets
- Performances by the winner of the Fulbright Concerto Competition for Pianists
- Folk, jazz and classical music
- Dance performances by local and regional dance troupes
- Poetry and literary readings
- Saturday morning Fayetteville Farmers' Market
- And so much more!

Times

Friday, August 31 st :	7pm – 10pm	Friday, September 7 th :	6pm – 11pm
Saturday, September 1 st :	9am – 11pm	Saturday, September 8 th :	10am – 11pm
Sunday, September 2 nd :	11am – 4pm	Sunday, September 9 th :	2pm – 10pm

Attendance

With two University of Arkansas home football games and a growing regional reputation, the festival estimates total attendance exceeding 11,000 people.

Fayetteville Arts Festival Details

We've Been Around... and We're Still Growing

Nearly 10 years ago, artists and downtown merchants got together to produce a community-based arts festival. The festival has continued to expand its programming, reputation and reach. It is now the region's largest fine and performing arts festival.

“A beautifully organized show...we would love to be invited to come back.”

-2006 artist

“The quality of the patrons coming through were wonderful.”

-2006 artist

About the Producer

Fayetteville Downtown Partners is a non-profit entity whose mission is to lead the continual creation of the Fayetteville downtown experience. We are dedicated to ensuring the vitality of our downtown, city and region by sculpting a unique experience that includes a rich arts and cultural heritage. Our core mission includes strengthening the creative economy, implementing economic development initiatives, capital improvements and strategic marketing, supporting downtown neighborhoods and enhancing the downtown business environment.



All the Right Reasons to Sponsor the Fayetteville Arts Festival

You Get a Great Return on Your Investment

A survey conducted by International Events Group, Inc. (IEG), the worldwide authority on the sponsorship industry, revealed festivals have a higher audience loyalty than NASCAR or cause marketing. The survey further concluded that 78% of companies agree that participating in festivals has a measurable impact on consumer sales of their products.

With an intensive six-month marketing program, the Fayetteville Arts Festival offers a wide range of sponsorship opportunities to meet your marketing goals through customized programs of on-site branding, one-to-one marketing and extensive promotional exposure.

You'll be Appreciated and Recognized

The success of the Fayetteville Arts Festival is due to the overwhelming support from our sponsors. Our marketing and promotional programs help create visibility not only to the downtown community, but also to the regional marketplace.

“We were so impressed with how the Fayetteville Arts Festival showed their appreciation for our participation in this event.”

-Post Familie Winery

Numerous Logo Placement Opportunities

- Festival Print Ads and Earned Media
- Full-Color Artist Catalog
- Festival Programs
- On-Site Signage
- Website

You'll Get Multi-State Media Coverage

With a target marketing range of 500 miles, the festival has been successful in making its way into print, television and radio from Little Rock, Arkansas, to Lawrence, Kansas. Based on numbers provided to us by the various media outlets covering the event, 2006 festival information reached an estimated 2 million people.

You'll Be a VIP

Sponsorship benefits include tickets to the VIP parties held throughout the event, theatre and music performances and back stage opportunities to rub elbows with the artists. In addition, you will be invited to a special Volunteer and Sponsor Party celebrating you!

We'll Work With You

Let us know if you have a particular demographic or other objective that you are searching to reach through sponsorship, and we will do our best to tailor the activity and traffic to maximize your exposure. We'll be delighted to work with you to give you just the right opportunity.

Sponsoring Options

Friend of the Arts	Presenting Sponsor	Premiere Sponsor	Patron	Friend of the Arts
\$10,000+	\$5,000 - \$9,999	\$2,000 - \$4,999	\$500 - \$1,999	\$250 - \$499
<p>Enjoy the highest level of visibility throughout the event with prominent recognition for supporting the Fayetteville Arts Festival.</p> <ul style="list-style-type: none"> • Prominent logo placement in Artist Catalog • Prominent logo placement in Festival Program • Prominent logo placement on www.fayettevillearts.org • Logo placement throughout the festival • Verbal thanks at all major festival events • 5 tickets to Open Space Art Party • 5 tickets to 24-Hour Play Festival • Logo placement throughout the festival • Verbal thanks at all major festival events • 10 tickets to Open Space Art Party • 10 tickets to 24-Hour Play Festival • 5 tickets to Fulbright Concerto Competition Winner Performance 	<ul style="list-style-type: none"> • Logo placement in Artist Catalog • Prominent logo placement in Festival Program • Prominent logo placement on www.fayettevillearts.org • Logo placement throughout the festival • Verbal thanks at all major festival events • 5 tickets to Open Space Art Party • 5 tickets to 24-Hour Play Festival • 2 tickets to Fulbright Concerto Competition Winner Performance 	<ul style="list-style-type: none"> • Logo placement in Artist Catalog • Logo placement in Festival Program • Prominent logo placement on www.fayettevillearts.org • Logo placement throughout the festival • 5 tickets to Open Space Art Party 	<ul style="list-style-type: none"> • Name recognition in Artist Catalog • Name recognition in Festival Program • Name recognition on www.fayettevillearts.org • 2 tickets to Open Space Art Party 	<ul style="list-style-type: none"> • Name recognition in Artist Catalog • Name recognition in Festival Program • 2 tickets to 24-Hour Play Festival

DONOR FORM



For more information, please fill out this form and mail it to PO Box 3573, Fayetteville, AR 72702,
or simply e-mail us at daniel@fayettevilledowntown.org.

NAME _____

TITLE _____

BUSINESS NAME _____

EMAIL _____

PHONE _____

Daniel Hintz
Executive Director
Fayetteville Downtown Partners
PO Box 3573, Fayetteville, AR 72702

daniel@fayettevilledowntown.org
www.fayettevilledowntown.org
www.fayettevillearts.org

ADDRESS _____

CITY _____

STATE _____

ZIP _____

- Yes, I am interested in participation at the _____ level. Please send a contract!
- Yes, I would like further information about sponsorship opportunities with Fayetteville's finest art festival!
- No, I am not interested at this time, but please contact me next year before _____ (date)
- No, I cannot participate, but I will pass on this information to someone else who may be interested in this opportunity.



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