



# Sponsorship Packages

Downtown Arts Campus  
 Friday, August 25, 2017  
 Saturday, August 26, 2017



Arts United is pleased to present Taste of the Arts for our community, an annual festival that makes arts, culture and quality of life activities accessible for all people in our community.

Taste of the Arts brings together more than 30,000 visitors and 650 volunteers and performers for a **FREE FAMILY-FRIENDLY ARTS FESTIVAL**. With 11 performance stages, the community is able to sample everything from ballet to rock bands, giving them just a taste of the arts and culture activities offered in our community year-round. Over 30 area restaurants provide tastings of their signature dishes for festival goers to enjoy, splitting the proceeds of their food sales with Arts United. This activity-packed event also includes the WBOI Meet the Music Concert, Kids “ARTivities” in Freimann Square, outdoor film, fine art fair, the Beat Beethoven 4 Mile Walk and Run, Downtown Improvement District Busker Pitch, free admission to the History Center and Fort Wayne Museum of Art, and much, much more.

**Sponsors make Taste of the Arts possible.** This year, Arts United needs to raise about \$65,000 in sponsorships to cover basic festival expenses. Sponsorship packages can be tailored to suit the needs of the sponsor.

Taste of the Arts Title Sponsor (1 available)	\$20,000
Freimann Square “ARTivities” (1 available)	\$10,000
Taste of the Arts Festival Sponsor (unlimited)	\$5,000
Taste of the Arts Performance Stage Sponsor (10 available)	\$2,500
Taste of the Arts Restaurant Row Sponsor (4 available)	\$1,000
Taste of the Arts “Friend” of the Taste (unlimited)	\$500
Beat Beethoven 4 Mile Run/Walk Title Sponsor (1 available)	\$2,500
Beat Beethoven 4 Mile Run/Walk Sonata Sponsor (4 available)	\$1,000
Beat Beethoven 4 Mile Run/Walk Concerto Sponsor (unlimited)	\$500

# 2017 Taste of the Arts Sponsorship Package Details



## \$20,000 Title Sponsor (1 Available)

### Recognition and Logo Placement

- Exclusive naming rights “Taste of the Arts presented by”
- Logo and name positioned as title sponsor in all promotional materials such as wayfinding maps, posters, table tents in restaurants, flyers, event schedule and press releases
- Recognition as title sponsor on all billboards, television commercials and radio commercials
- Highly visible signage throughout the festival including entry points and ticket sales locations
- Up to four company banner(s) placed prominently on festival grounds
- Announcement prior to each performance in all 11 stages
- Most prominent logo on 150+ volunteer t-shirts
- Logo included in a post-event “Thank You to our Sponsors” ad in the Arts & Culture Forecast email and social media

### Enjoy the Festival!

- 100 sets of \$10 food vouchers for your families, employees and clients (\$1,000 value)
- Complimentary 10’x10’ tent, table and chairs to use as a display booth to distribute information or as a VIP resting area for your guests
- Other VIP opportunities as discussed with the Sponsor

## \$10,000 Freimann Square “ARTivities” (1 Available)

### Recognition and Logo Placement

- Exclusive naming rights “ARTivities presented by”
- Logo and name used prominently in all promotional materials such as wayfinding maps, posters, table tents in restaurants, flyers, event schedule and press releases
- Logo placement on billboards and television commercials
- Highly visible signage throughout Freimann Square
- Up to two company banners placed prominently on festival grounds
- Prominent logo on 150+ volunteer t-shirts
- Logo included in a post-event “Thank You to our Sponsors” ad in the Arts & Culture Forecast email and social media

### Enjoy the Festival!

- 50 sets of \$10 food vouchers for your families, employees and clients (\$500 value)
- Complimentary 10’x10’ tent, table and chairs to use as a display booth to distribute information or as a VIP resting area for your guests
- Other VIP opportunities as discussed with the Sponsor

## \$5,000 Festival Sponsor (Unlimited)

### Recognition and Logo Placement

- Logo and name used prominently in all promotional materials such as wayfinding maps, posters, table tents in restaurants, flyers, event schedule and press releases
- Logo placement on billboards and television commercials
- Highly visible signage throughout the festival including entry points and ticket sales locations
- One company banner placed prominently on festival grounds
- Prominent logo on 150+ volunteer t-shirts
- Logo included in a post-event “Thank You to our Sponsors” ad in the Arts & Culture Forecast email and social media

### Enjoy the Festival!

- 25 sets of \$10 food vouchers for your families, employees and clients (\$250 value)
- Complimentary 10’x10’ tent, table and chairs to use as a display booth to distribute information or as a VIP resting area for your guests
- Other VIP opportunities as discussed with the Sponsor



## \$2,500 Stage Sponsor (10 available)

### Recognition and Logo Placement

- Exclusive naming rights for one performance stage per sponsorship
- Highly visible stage banner with logo prominently displayed in the performance area
- Logo and name used prominently in all promotional materials such as wayfinding maps, posters, table tents in restaurants, flyers, event schedule and press releases
- One company banner placed prominently on festival grounds
- Prominent logo on 150+ volunteer t-shirts
- Logo included in a post-event “Thank You to our Sponsors” ad in the Arts & Culture Forecast email and social media

### Enjoy the Festival!

- 15 sets of \$10 food vouchers for your families, employees and clients (\$150 value)
- Booth in Freimann Square or near the stage to distribute information or to use as a VIP resting area for your guests
- Other VIP opportunities as discussed with the Sponsor

## \$1,000 Restaurant Row Sponsor (4 available)

### Recognition and Logo Placement

- Exclusive naming rights for one row of 8-10 restaurants
- Highly visible wayfinding banner with logo prominently displayed at the entrance of restaurant row
- Logo and name used prominently in all promotional materials such as wayfinding maps, posters, table tents in restaurants, flyers, event schedule and press releases
- Prominent logo on 150+ volunteer t-shirts
- Logo included in a post-event “Thank You to our Sponsors” ad in the Arts & Culture Forecast email and social media

### Enjoy the Festival!

- 10 sets of \$10 food vouchers for your families, employees and clients (\$100 value)
- Booth on festival grounds to distribute information or to use as a VIP resting area for your guests
- Other VIP opportunities as discussed with the Sponsor

## \$500 “Friend of the Taste” (unlimited)

### Recognition and Logo Placement

- Logo and name placed on most posters, table tents in restaurants, flyers, event schedule and press releases
- Logo placed on 150+ volunteer t-shirts
- Logo included in a post-event “Thank You to our Sponsors” ad in the Arts & Culture Forecast email and social media

### Enjoy the Festival!

- 5 sets of \$10 food vouchers for your families, employees and clients (\$50 value)
- Booth on festival grounds to distribute information or to use as a VIP resting area for your guests



# 2017 Beat Beethoven 4 Mile Run/Walk

# Sponsorship Package Details

## \$2,500 Beat Beethoven 4 Mile Run/Walk Title Sponsor (1 available)

### Race Recognition and Logo Placement

- Exclusive naming rights for the Beat Beethoven 4 Mile Run/Walk “Beat Beethoven presented by”
- Logo and name positioned as title sponsor in all Beat Beethoven promotional materials such as wayfinding maps, posters, table tents in restaurants, flyers, event schedule and press releases
- Up to two company banners prominently displayed at the start and finish lines
- Logo prominently placed on race apparel and T-shirts for 200+ runners

### Enjoy the Race!

- Four complementary entries for the race (\$200 value)
- Booth near the start and finish lines to distribute information or to use as a VIP resting area

### Taste of the Arts Festival Recognition and Logo Placement

- Logo and name used prominently in all festival promotional materials such as wayfinding maps, posters, table tents in restaurants, flyers, event schedule and press releases
- Prominent logo on 150+ festival volunteer t-shirts
- One company placed prominently on festival grounds
- Logo included in a post-event “Thank You to our Sponsors” ad in the Arts & Culture Forecast email and social media

### Enjoy the Taste of the Arts Festival!

- 15 sets of \$10 food vouchers for your family, employees and clients (\$150 value)
- Booth on festival grounds to distribute information or to use as a VIP resting area for your guests
- Other VIP opportunities as discussed with the Sponsor

## \$1,000 Beat Beethoven 4 Mile Run/Walk Sonata Sponsor (unlimited)

### Race Recognition and Logo Placement

- Logo and name positioned in all Beat Beethoven promotional materials such as wayfinding maps, posters, table tents in restaurants, flyers, event schedule and press releases
- One company banner prominently displayed along the course
- Logo prominently placed on race apparel for 200+ runners

### Enjoy the Race!

- Four complementary entries for the race (\$200 value)
- Booth near the start and/or finish lines to distribute information or to use as a VIP resting area for your guests

### Taste of the Arts Festival Recognition and Logo Placement

- Logo and name used prominently in all festival promotional materials such as wayfinding maps, posters, table tents in restaurants, flyers, event schedule and press releases
- Prominent logo on 150+ festival volunteer t-shirts
- One company banner placed prominently on festival grounds
- Logo included in a post-event “Thank You to our Sponsors” ad in the Arts & Culture Forecast email and social media

### Enjoy the Taste of the Arts Festival!

- 10 sets of \$10 food vouchers for your family, employees and clients (\$100 value)
- Booth on festival grounds to distribute information or to use as a VIP resting area for your guests
- Other VIP opportunities as discussed with the Sponsor

## \$500 Beat Beethoven 4 Mile Run/Walk Concerto Sponsor (unlimited)

### Race Recognition and Logo Placement

- Logo and name positioned in most Beat Beethoven promotional materials
- Logo placed on race apparel for 200+ runners

### Enjoy the Race!

- Two complementary entries for the race (\$100 value)

### Taste of the Arts Festival Recognition and Logo Placement

- Logo and name placed on most posters, table tents in restaurants, flyers, event schedule and press releases
- Logo placed on 150+ festival volunteer t-shirts
- Logo included in a post-event “Thank You to our Sponsors” ad in the Arts & Culture Forecast email and social media

### Enjoy the Festival!

- 5 sets of \$10 food vouchers for your family, employees and clients (\$50 value)