DOWNTOWN TEMPE FOUNDATION PRESENTS

TEMPE

FESTIVAL of the ARTS

2019-2020 SPONSORSHIP OPPORTUNITIES
December 2019 will be the 51st annual fall festival and March 2020 will be the 43rd annual spring festival. These semi-annual events are among the oldest and largest art festivals in the Desert Southwest. These two events are routinely ranked among the top fine art festivals in the nation, and draw artist participation from throughout all 50 states and North America.

The Tempe Festivals of the Arts have been awarded with Best Event in Arizona by the International Festivals and Events Association (IFEA), the Award of Merit from the International Downtown Association (IDA), and Best Event awards by AZTEC.

The festival offers multiple locations to sit back and enjoy a local beverage or bite to eat. Food Truck Alley is the place for street food enthusiasts. The Arizona Wine Tasting provides an opportunity to taste and enjoy the best vinos of the state. In addition, there are dozens of local restaurants inside the event’s footprint that welcome festival attendees!

DECEMBER 6-8, 2019
MARCH 27-29, 2020
THE MAIN ATTRACTION: ARTISTS

Approximately 350 artisans present their original works in 17 visual arts categories at each festival. The festivals feature only original art, and every artist is present on-site to greet festival goers. The festival gives out around $10,000 in awards for Best in Show, category awards and other awards.

The artists are selected by a blind jury made up of highly skilled artists and art administrators. Independent artists from throughout North America apply and about half are invited to participate. More than $1.6 million of original art is sold on average at each Festival.

The Emerging Artists program invites around 10 artists to each festival that are local Arizona artists in the beginning stages of their career. These artists get financial assistance, more hands on attention, and specific placement in the festival.

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MUSIC & ENTERTAINMENT

In addition to high quality art, guests enjoy a full schedule of music and entertainment including two stages which feature nationally, regionally, and locally prominent musical entertainment. Pop up street performances by dozens of street entertainers and musicians are located throughout the venue, from musicians to jugglers, from mimes to henna artists.

Active Art is a vibrant area of the festival grounds where guests can see live demonstrations throughout the three days of the festival exclusively utilizing local artists. Some experiences even offer an opportunity for attendees to get messy!

Chalk-A-Lot entertains audiences with on-site creation of professional chalk art murals on the street. These artists receive a stipend and are eligible for a cash prize. Chalk muralists join us from around the country.

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INTERACTIVE COMMUNITY

*Kids Block* offers kids free hands-on art experiences and education where young artists make art to take home.

*Kids Exhibition* is exhibit space for young artists, from elementary through high school, allowing our next generation to display and sell their works and potentially receive a cash award. Awards are given by jury in each of three age brackets.

*Young Collectors* is our way of nurturing the future art audience. Participating artists at the festival donate a work to the Young Collectors program and youth up to age 12 are able to select and purchase the works, without the influence of their parents, for a nominal fee. They are then encouraged to seek out the art’s donor and express their gratitude. This hones the young persons tastes and creates relationships with the artists.

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Sponsorships range from $2,500 to $50,000 and include everything from on site presence to targeted activations. Exclusivity is available as well as naming rights and all sponsorships are customized to meet your marketing needs.

Sponsorships include a variety of marketing benefits such as:

- Inclusion in social media marketing plan with over 25,000 followers
- Featured in Downtown Tempe newsletter with 14,000 subscribers
- Name/logo placement on print items such as posters, water bill inserts, flyers, etc.
- Logo/Name placement on signage at the event
- Website inclusion with over 500,000 visitors
- Inclusion in collateral, such as the Event Program
Or get creative with your sponsorship! Examples of activations include:

- Sponsor one of two entertainment stages
- Sponsor the Kids Block section of the festival
- Sponsor the Chalk Mural Contest
- Sponsor a public art project to be completed during the festival
- Sponsor an event amenity, such as a charging station, lounge, VIP area, etc.
- Sponsor the Artists Awards or the Kids Awards
- Sponsor the VIP Artists Awards Dinner
- Sponsor the Young Collectors Program
- Sponsor a new element that we create together that fits your company!

Without our sponsors, we couldn’t produce these family friendly community events. Your support allows us to provide free and affordable cultural programming for residents and visitors from around the region.
We also produce the 6th Street Market, the Fantasy of Lights Parades and many more Downtown Tempe events. Want to get more information about these and programs?

Visit downtowntempe.com

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