

# TEMPE FESTIVAL *of the* ARTS

## Sponsorship Information

The Tempe Festivals of the Arts' semi-annual events are among the oldest and largest arts festivals in the Desert Southwest. The Fall Festival spans over 50 years, and the Spring Festival is over 40 years old. 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.



### TEN REASONS TO SPONSOR!

#### 1) AWARD-WINNING FESTIVAL

The Tempe Festivals of the Arts have been awarded with Best Event in Arizona by the International Festivals and Events Association (IFEA), and the Award of Merit from the International Downtown Association (IDA). IFEA nominations were judged among a professional competition which drew 1,506 entries from among the world's top festivals and events.



#### 2) ART IS THE FOCUS

Approximately 400 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 event is hosted semi-annually, but the two festivals differ: the Fall show is larger and features more gift-sized offerings for holiday shoppers, whereas the Spring show is slightly smaller and geared to personal shopping.

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 selected for invitation to participate by our blind jury process. More than \$1.6 million of original art is sold on average at each Festival.

### 3) LOCATION – HISTORIC MILL AVENUE

A juried show and sale, the Tempe Festivals of the Arts is presented in an urban street-festival atmosphere. Tempe, Arizona is a premier entertainment district in the Valley. Downtown Tempe is situated adjacent to the main campus of Arizona State University. The festival takes place along a 5 block stretch of **Historic Mill Avenue** and its cross streets.

### 4) MUSIC & ENTERTAINMENT

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



### 5) INTERACTIVE COMMUNITY CONNECTIONS

**Kids Block** offers kids free hands-on art experiences and education where young artists make art to take home. In addition, there is exhibit space for young artists to sell their works in the same area. Youth artists, from elementary through high school, can experience the challenges and successes of the art fair world by selling on site. In addition, the exhibits will be juried and awards will be given in three age divisions.



**Chalk-A-Lot Street** entertains audiences with a 3-day observation of professional chalk art murals on the street, a cash prize contest, and public participation opportunities. Partnerships with **ASU Ceramics museum** bring working artists into the festival to demonstrate active creation.

### 6) LOCAL BEER & WINE

**Two wine and beer gardens** offer beverages to relax and enjoy, all by local wineries and breweries. Find local Arizona Wineries also participating in the Cottage Edibles section selling wine by the bottle or case.



## 7) DISCERNING AUDIENCE

Each of the Festivals attracts more than 225,000 guests during its three days in downtown Tempe. See our demographic breakdown →

## 8) CREATIVE SPONSORSHIPS

We view sponsorships as partnerships and we are eager to create something new with our sponsors. If you have an initiative that you are passionate about, let's create a way to combine your directives with our well organized, successful event. Often sponsors like to have a physical presence at the



events. To maintain our focus as a visual arts festival, we allow only a limited selection of sponsor booths with products or services that complement the Festival, share our brand identity, complement our goals, and are of interest to our guests. Exhibit Spaces are customized to meet your on-site goals and the limited number of sponsor booths guarantees face time with our attendees. Beyond Exhibit Space, there are many established opportunities for sponsors as well, such as:

- Festival Presenting Sponsor (4-year minimum engagement)
- Official Automobile Sponsor
- Stage Presenting Sponsor (3 opportunities)
- Cameo Circle Presenting Sponsor
- Chalk-A-Lot Street Mural Exhibit & Contest
- Awards Sponsor
- Artist Reception Sponsor
- Kids Block Presenting Sponsor

Sponsorships range from \$1,500 - \$75,000. Pricing depends on the footprint size, positioning, location of on-site space, exclusivity and other negotiated inclusions. We customize each and every sponsorship to best meet your company's marketing objectives and budget, listening carefully to find ways we can deliver the results you seek. We relish in opportunities to create something together!

### Home Ownership:

<i>Phoenix &amp; Arizona Full-Time</i>	<i>70%</i>
<i>Outside Arizona (Snowbird &amp; Visitor)</i>	<i>26%</i>
<i>Downtown Resident &amp; Worker</i>	<i>24%</i>

<i>Own</i>	<i>51%</i>
<i>Rent</i>	<i>49%</i>

### Gender:

<i>Female</i>	<i>55%</i>
<i>Male</i>	<i>45%</i>

### Annual Household Income:

<i>Under \$65,000</i>	<i>21%</i>
<i>\$65,000 – \$75,000</i>	<i>31%</i>
<i>\$75,000+</i>	<i>22%</i>
<i>Not Stated</i>	<i>26%</i>

### Age:

<i>Under 25 Years</i>	<i>16%</i>
<i>25-35</i>	<i>23%</i>
<i>36-45</i>	<i>13%</i>
<i>46-55</i>	<i>14%</i>
<i>56-65</i>	<i>24%</i>
<i>65+</i>	<i>10%</i>

### Festival Loyalty:

<i>Returning Customers</i>	<i>51%</i>
<i>New Customers</i>	<i>49%</i>

<i>Would Attend Again</i>	<i>91%</i>
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## 9) MEASURABLE RESULTS & IMPRESSIONS GALORE

We've got the **ROI** that you are looking for. Not only will we help create a sponsorship package that meets your needs, but we will deliver on the sponsor components and make certain that you have ways to measure the results. Looking for Business to Business connections or Business to Consumer connections? Whatever your goal, we can meet those specialized needs.

Whether your sponsorship includes a booth on-site or an activation with naming rights for a creative element during the Festival, you will enjoy Face-to-Face Exposure to more than 225,000 art festival patrons at each Festival and as many as 400 artisans.

The complete marketing package for the Tempe Festival of the Arts changes slightly with each festival as we are constantly looking for the most current ways to gain exposure for the event and our sponsors. However, a typical marketing plan looks like this with respect to name or logo inclusion:

- Printed Collateral Materials, including posters, flyers, and on-site printed programs
- Print Advertising with publications such as *The Arizona Republic*, *PHOENIX* magazine, *Phoenix Home & Garden*, and *East Valley Tribune* (More than 27 million print media impressions valued at more than \$100,000 in exposure)
- Targeted Radio and Television Advertising (Approximately 4 million people are reached through radio exposure and 3.5 million through television valued at more than \$150,000 combined)
- On-Line Advertising placed on [azcentral.com](http://azcentral.com) and the Festival's dedicated website
- Savvy Social Media campaigns with inclusion in Facebook, Twitter, and Instagram (garnering over 3 million impressions valued at over \$50,000)
- Cross-Street Banner Inclusion @ 5<sup>th</sup> & Mill Avenue, viewed by 19,000 daily motorists and 13,000 daily pedestrians for no fewer than 5 days
- Total of approximately 30 million impressions.

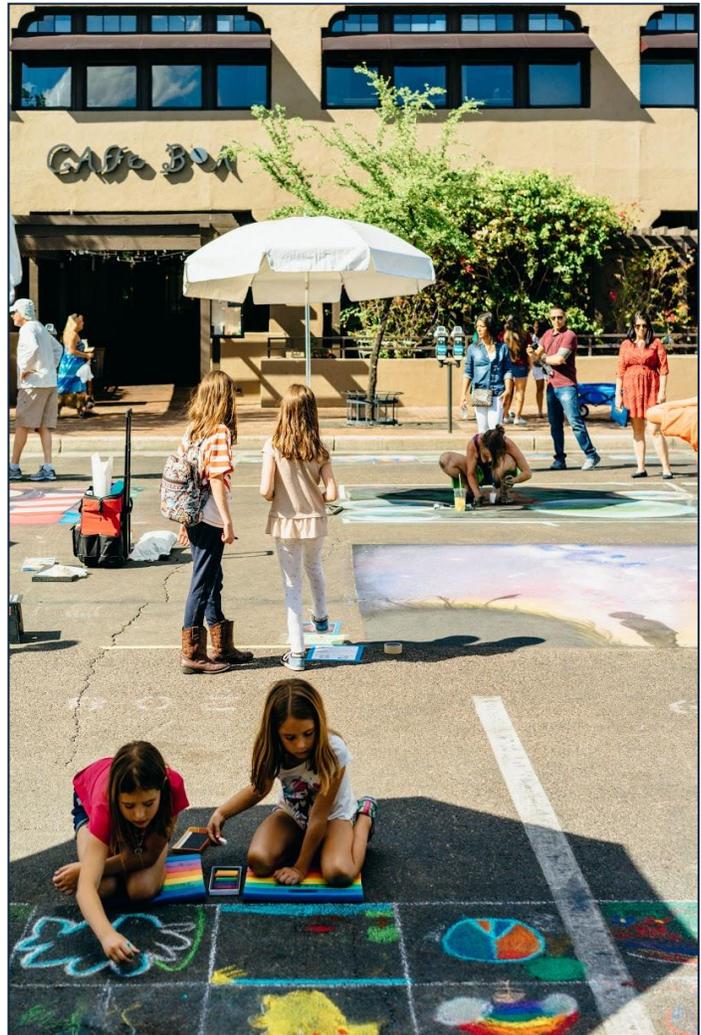


## 10) CONTRIBUTING TO THE CULTURAL FABRIC OF YOUR COMMUNITY

Yes, we will do everything to make certain that your sponsorship yields the results that are targeted for your company, but at the end of the event we hope you take away more than impressions and leads.

We hope you leave feeling as if you made something possible that has benefited our community. We hope you feel a sense of pride that this event has a 48 year history because of sponsors such as yourself. We hope you wander through the Kids Art Festival and witness our young artists hard at work to make their masterpiece. We hope you engage with the artists, hear their stories and know that you are supporting working artists.

We hope you connect with the event and look forward to its return twice a year so that the community is enriched through the presence of this signature event.



### UPCOMING EVENT DATES:

Fall 2021

December 3-5, 2021

53<sup>rd</sup> Fall Festival

Spring 2022

March 25-27, 2022

45<sup>th</sup> Spring Festival

### FOR MORE INFORMATION, CONTACT

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*The Tempe Festival of the Arts is an enterprise of Downtown Tempe Foundation, Inc., a 501(c)3 charitable nonprofit organization working with Downtown Tempe Authority, Inc. to improve the vibrancy and excellence of the cultural, lifestyle and commerce experience in downtown Tempe.*