

## Wilsonville Festival of Arts

Saturday & Sunday, June 4-5, 2016

Located at Town Center Park

Produced by the Wilsonville Arts & Culture Council

### INVITATION TO SPONSOR

*This will be Wilsonville's 17<sup>th</sup> annual signature arts event,  
held in Town Center Park - the very heart of Wilsonville.  
The festival attracts 4,000-6,000 local and out-of-town guests each year.*

#### **We'd love to have you join us ...**

Folks come to the Wilsonville Festival of Arts for a variety of reasons:

- . to enjoy and purchase unique, high quality pieces of art from juried, professional artists
- . meet and interact with the artists as they create their works of art – right there at the festival
- . see the artistic projects of talented, local grade school and high school students
- . see live musical, dance, storytelling and dramatic performances on the park's stage
- . participate in the community Parade, Special Projects, or the interactive Children's Pavilion

#### **We need you ...**

We need the help of those who live, work and do business in Wilsonville to share in the financial investment needed to produce this community arts celebration. Our sponsoring organization, Wilsonville Arts & Culture Council, is an all-volunteer, non-profit organization dedicated to enriching the cultural and artistic lives of everyone in our city. For you, this is an opportunity to promote a good cause and demonstrate your community involvement and responsibility.

#### **We believe there are significant benefits to sponsorship ...**

- . to create awareness and visibility of your company and your product or service, and stimulate sales
- . showcase products and services at the festival and in our promotional materials and program
- . demonstrate community spirit and commitment

#### **To encourage your partnership, we offer ...**

- . an opportunity to market to event attendees in pre-event publicity and event program
- . onsite promotional signage during festival
- . title for attraction areas (Main Stage, Student, Hospitality, Literary or Children's Pavilions)
- . our organizational goodwill and partnership throughout the years

*We encourage you to become partners with us in the Wilsonville Festival of Arts.  
Supporting sponsorship insures the festival's continued success.*

## Executive Summary

### Our Mission

The Wilsonville Arts & Culture Council is a community organization committed to provide a variety of family-centered art and culture activities in Wilsonville. This is done to educate, entertain, enhance a positive community image, attract visitors, share the cultural experience of our community, encourage unity, promote the education of our rich history and foster civic pride. The goal is to provide "Something for Everyone."

### The Event

June 4-5, 2016: The Wilsonville Festival of Arts annual 2 day event features arts and food vendors, KidStuff area, live entertainment, and fun for the whole family presented at Town Center Park.

The Wilsonville Festival of Arts community event celebrates art and culture in Wilsonville. Events include musical and theatrical performances, art show and sales, art demonstrations, children's art activities, and much more.

### History

The Wilsonville Arts and Culture Council was founded in 1995 by Theonie Gilmore, who had a vision to create access to arts and culture in Wilsonville for everyone and create a uniting force for various events in our community. Over time, the festival developed into one of the top events in Wilsonville and provides an outlet for both local and regional musicians, artists, and serves as an educational resource for children.

The Wilsonville Festival of Arts presents visual, performing and literary - school, community and professional artists. The art festival and special events help define the City of Wilsonville, attracts new business, and stimulate local economic growth.

After 16 years presenting the Wilsonville Festival of Arts, Wilsonville Arts and Culture Council has maintained its philosophy of "Art and Culture for Everyone" by continuing to act as an umbrella or as a sponsor for local events throughout the year. Those events have included "A Ferry Tale - the History of Wilsonville" presented by the Wilsonville Theater Company, I-5 Connection's vocal ensembles presentation of 'Songs of America', Todd Green - multi-instrumentalist demonstration/ concert in schools and community, the 'Book Notes' concert series at the Wilsonville Library presented by Friends of the Library, to name a few.

### Participants/Volunteers

The Wilsonville Festival of Arts features local and regional visual artists, musicians, vendors and entertainers.

### Media & Marketing

Wilsonville Festival of Arts is developing a strong media profile and is working to develop an excellent relationship with local media.

Press releases are issued to print and broadcast on media sources locally and in surrounding cities. Event posters will be distributed throughout Wilsonville and the surrounding area. Social media marketing and listings on several event calendars through the Portland Metro area are taking place already.

### Funding

The Wilsonville Festival of Arts is brought to the public in part by grants, sponsors, concessions, and vendor's fees.

### Admission & Attendance

Festival admission is FREE. We welcome your donations. Attendance numbers at the festival have increased throughout the years and we are working hard to increase the numbers even more.

## Sponsorship Outline

### General Sponsorship

- Public relations campaign leading up to and during the festival that includes press releases to television, radio and print, social media, and web-site exposure
- Logo/name listing in the official Wilsonville Festival of Arts program guide insert in the Wilsonville Spokesman a week prior to the festival, with a distribution count of over 3500 and is distributed to many businesses and residents through personal distribution.
- Local media is always strongly encouraged to recognize sponsors.

### Poster

- Title sponsor, Stage sponsor, attraction and special sponsors receive logo placement on official Wilsonville Festival of Arts poster.

### Advertising

- Inclusion in pre-event press releases related to the sponsored venue, event, performance or service.

### Website [www.WilsonvilleArts.org](http://www.WilsonvilleArts.org)

- Sustaining sponsors and above receive logo placement on sponsor page with a clickable link.
- Contributing and affiliate sponsors have logo placement on sponsor page.
- Business patrons receive name listing on sponsor page.

### In-kind Sponsors

- Donations translate into one of the above categories based on cash equivalent of sponsor's gift except for Headliner and Stage sponsors.

## On-Site Benefits

### Sponsor Recognition

- Name listing on Sponsor Patron Board in information booth.
- Attraction sponsors receive signage opportunities throughout festival footprint.
- Announcement of sponsors from main stage during entertainment breaks.

### Direct Consumer Interaction

- The Wilsonville Festival of Arts attracts over 4,000 people over two days. This provides an opportunity to access your direct target market.

### Logistical Support

- The Wilsonville Festival of Arts makes every effort to facilitate sponsor's requests, if services are available.
- Attraction sponsors and above are provided a 10x10 space; electrical needs should be addressed at least 2 months prior to event.

### Sponsor Perks .

- Access to hospitality on Saturday and Sunday.
- See breakdown of Sponsorship Levels on the following page.

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### Description of Sponsorship Levels & Benefits:

#### Title Sponsor - \$5000

Saturday and Sunday Performance Headliner Sponsor signage on Main Stage with appropriate sign or banner provided by sponsor  
 Half page ad in the official Festival Program  
 Company logo on WA&CC advertising, posters, and flyers  
 Mention of sponsor in festival announcements  
 Press release announcing sponsorship  
 10'x10' exhibit space in Festival courtyard (sponsor to provide booth, setup, and staff)  
 Product/service sampling opportunities in sponsor's exhibit space  
 Affiliation with a unique community event  
 Goodwill image in community and involvement in a community-wide, community-building celebration

#### Stage Sponsor - \$3000

Saturday or Sunday Stage Sponsor signage on Main Stage with appropriate sign or banner provided by sponsor  
 Quarter page ad in the official Festival Program  
 Company logo on WA&CC advertising, posters, and flyers  
 Mention of sponsor in festival announcements  
 Press release announcing sponsorship  
 10'x10' exhibit space in Festival courtyard (sponsor to provide booth, setup, and staff)  
 Product/service sampling opportunities in sponsor's exhibit space  
 Affiliation with a unique community event  
 Goodwill image in community and involvement in a community-wide, community-building celebration

#### Attraction Sponsor - \$1000

Sponsor signage in Student, Literary, Hospitality, or Children's Pavilion  
 Company logo on WA&CC advertising, posters, and flyers  
 Mention of sponsor in festival announcements and company logo in official Festival Programs  
 Press release announcing sponsorship  
 10'x10' exhibit space in Festival courtyard (sponsor to provide booth, setup, and staff)  
 Product/service sampling opportunities in sponsor's exhibit space  
 Affiliation with a unique community event  
 Goodwill image in community and involvement in a community-wide, community-building celebration

#### Sustaining Sponsor - \$500

Mention of sponsor in festival announcements and company logo in official Festival Programs  
 Press release announcing sponsorship  
 10'x10' exhibit space in Festival courtyard (sponsor to provide booth, setup, and staff)  
 Affiliation with a unique community event  
 Goodwill image in community and involvement in a community-wide, community-building celebration

#### Contributing Sponsor - \$250

Mention of sponsor in festival announcements and company logo in official Festival Programs  
 Affiliation with a unique community event  
 Goodwill image in community and involvement in a community-wide, community-building celebration

#### Affiliate Sponsor - \$100

Mention of sponsor in official Festival Program  
 Affiliation with a unique community event  
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\_\_\_ \$5000 Saturday and Sunday Headliner Title Sponsor

\_\_\_ \$3000 Saturday or Sunday Stage Sponsor

\_\_\_ \$1000 Student Gallery Sponsor

\_\_\_ \$1000 Literary Sponsor

\_\_\_ \$1000 Hospitality Pavilion Sponsor

\_\_\_ \$1000 Children's Pavilion Sponsor

\_\_\_ \$500 Sustaining Sponsor

\_\_\_ \$250 Contributing Sponsor

\_\_\_ \$100 Affiliate Sponsor

\_\_\_ In Kind Sponsor Est. Cash Value \$ \_\_\_\_\_

Description: \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Authorized Representative and Title \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Company logo and print ad contact information:

Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Comments:

Payment Information:

Please make checks payable to Wilsonville Festival of Arts

\_\_\_ Check enclosed

Amount \$ \_\_\_\_\_

\_\_\_ Request PayPal Invoice

Return to:

Wilsonville Arts & Culture Council

P.O. Box 861

Wilsonville, OR 97070

**Thank you for supporting Wilsonville's Signature Arts Event!**