

URBAN ARTS

FESTIVAL

UTAH'S LARGEST FREE ART FESTIVAL
SEPTEMBER 2-4



SPONSORSHIP PROPOSAL

Produced by the Utah Arts Alliance
urbanartsfest.org





GNARLY Level

Presenting Sponsor - \$40,000 Investment
Named as the 2022 Urban Arts Festival Presenting Sponsor.

- Recognition as Presenting Sponsor on Urban Arts Festival banners.
- Recognition as Presenting Sponsor with your company logo (large) on marketing materials including posters, flyers, brochures, web ads, and print ads.
- Recognition on social media platforms including Instagram and Facebook with tags and links to your company page.
- Two-page ad in the festival digital program.
- Up to three booth spaces in a prominent location in the sponsor area.
- Event day recognition. Twenty verbal recognition announcements on stages between entertainment performances.
- Company logo (large) on festival website, urbanartsfest.org, as the presenting sponsor with a link to your website on the front page and sponsor page.
- Placement of products, coupons, brochure, and/or promotional materials in artist packets and volunteer bags.
- Sponsorship recognition in local radio, television, and print advertising.
- Twenty VIP passes to the festival on all event days.

WICKED Level

Stage Sponsor - \$20,000 Investment

Festival stage named after your company with company banner prominently displayed on the stage.

- Company logo (large) included on sponsor banners placed throughout Festival grounds.
- Option of up to three booth spots in a prominent location in the sponsor area.
- Recognition on social media platforms including Instagram, and Facebook with tags and links to your company page.
- One-page ad in the festival digital program.
- Event day recognition. Ten verbal recognition announcements on stage between entertainment performances.
- Company logo (large) on Festival website, urbanartsfest.org, as the stage sponsor with a link to your website on the front page and sponsor page.
- Placement of products, coupons, brochure, and/or promotional materials in artist packets and volunteer bags.
- When permissible, your sponsorship will be recognized in local radio, television, and print advertising.
- Ten VIP passes to the festival on all event days.

SWEET Level

Premiere Program Sponsor - \$10,000 Investment

Sponsor one of the festival elements that make the Urban Arts Festival a unique community event. Examples are: Artist Marketplace, Live Painting Exhibits, Lowrider Hop-Off.

- Festival area named after your company with company banner hung in sponsored area.
- Recognition on social media platforms including Instagram, and Facebook with tags and links to your company page.
- Half-page ad in the festival digital program.
- Option of two booths in the sponsor area.
- Your company logo (medium) on marketing materials including posters, flyers, brochures, and print ads.
- Company logo on Festival website, urbanartsfest.org, listed as Festival Area sponsor with a link to your website.
- Company logo (large) included on sponsor banners placed throughout Festival grounds.
- Placement of product, coupons, brochure, and/or promotional materials in artist packets and volunteer bags.
- When permissible, your sponsorship will be recognized in local radio, television, and print advertising.
- Six VIP passes to the festival on all event days.

SICK Level

Festival Element Sponsor - \$5,000 Investment

Sponsor the Urbeez Kid Zone, Skate Deck Art Show, Vegan Bloody Mary Brunch.

- Festival area named after your company with company banner hung in sponsored area.
- Recognition on social media platforms including Instagram, and Facebook with tags and links to your company page.
- Option of two booth spots in the sponsor area.
- Quarter-page recognition on element page in the festival digital program.
- Your company logo (medium) on marketing materials including posters, flyers, brochures, and print ads.
- Company logo on Festival website, urbanartsfest.org, listed as Festival Area Sponsor with a link to your website.
- Placement of products, coupons, brochure, and/or promotional materials in artist packets and volunteer bags.
- Four VIP passes to the festival on all event days.

BOMB Level

Festival Sponsor – \$2,500 Investment

Company banner hung at Festival.

- Recognition on social media platforms including Instagram, and Facebook with tags and links to your company page.
- Option of two booth spots in a prominent area in the sponsor area.
- Your company logo (medium) on marketing materials including posters, flyers, brochures, and print ads.

- Placement of products, coupons, brochure, and/or promotional materials in artist packets and volunteer bags.
- Company logo on Festival website, urbanartsfest.org, listed as Festival Sponsor with a link to your website.
- When permissible, your sponsorship will be recognized on local radio and television.
- Three VIP passes to the festival on all event days.

FRESH Level

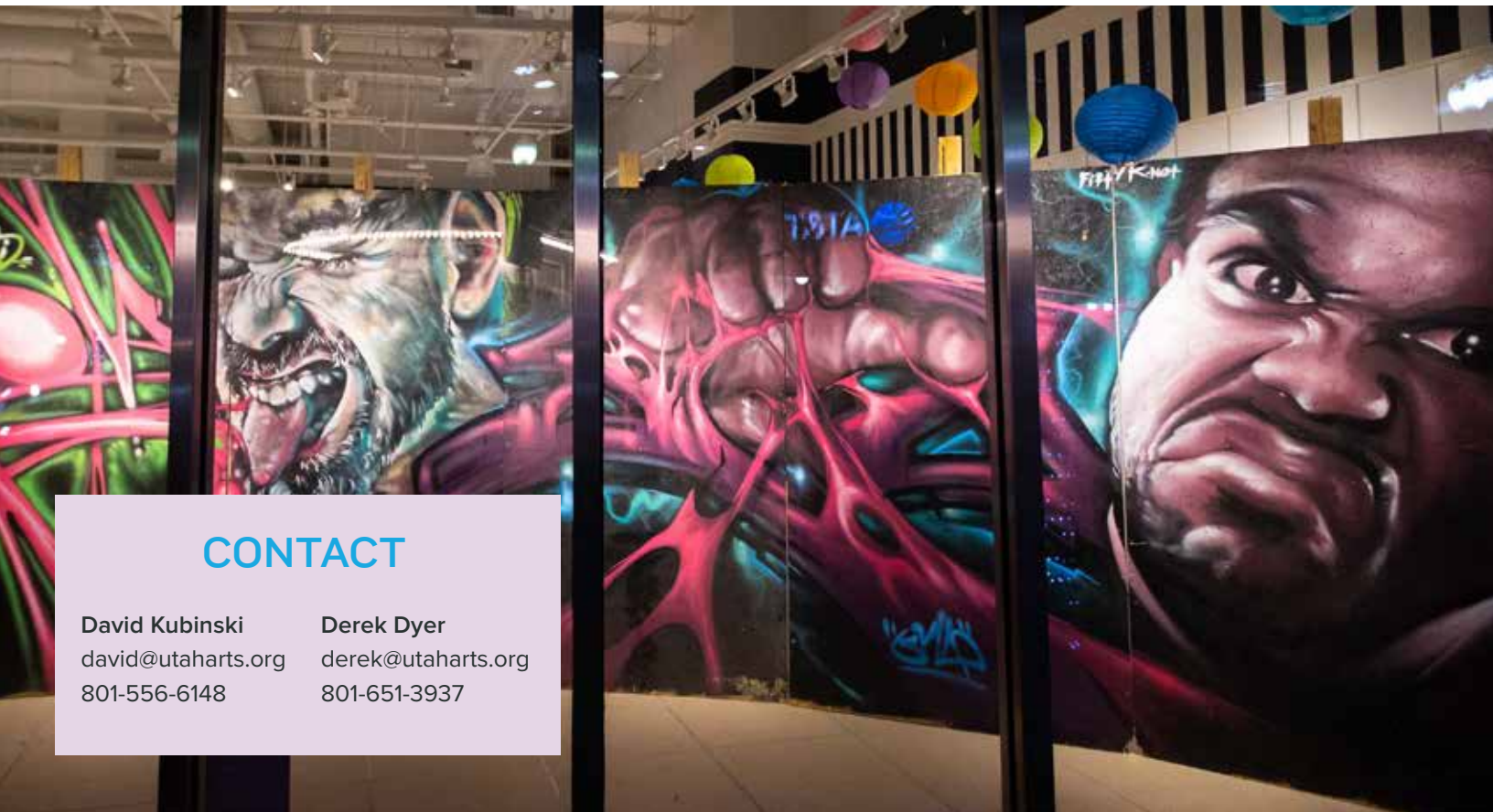
Community Sponsor - \$1,000 Investment

- Connect with the local scene by becoming a “Fresh” sponsor!
- Recognition on social media platforms including Instagram, and Facebook with tags and links to your company page.
- Option of one booth in the sponsor area.
- Your company logo on marketing materials including posters, flyers, brochures, and print ads.
- Placement of product, coupons, brochure, and/or promotional materials in artist packets and volunteer bags.
- Company logo on Festival website, urbanartsfest.org, listed as Festival Sponsor with a link to your website.
- Two VIP passes to the festival on all event days.

CHILL Level

Friends of the Festival Sponsor - \$500 investment

- Your company logo (small) on marketing materials including posters, flyers, brochures, and print ads.
- Company logo on Urban Arts Festival website on sponsor page. A link to your company website will also be included.



CONTACT

David Kubinski
david@utaharts.org
801-556-6148

Derek Dyer
derek@utaharts.org
801-651-3937



CUSTOMIZE YOUR SPONSORSHIP LEVEL

Create a customized sponsorship with the help of our sponsorship manager, David Kubinski (david@utaharts.org). A mix of in-kind donations, cash, donated goods, gift certificates, and more can be arranged to be eligible for benefits. In-kind and media support are valued at one-third of cash sponsorships in determining sponsorship level.

ABOUT THE URBAN ARTS FESTIVAL

Now in its 12th year, the Urban Arts Festival produced by Utah Arts Alliance brings together a variety of disciplines and artists that create urban art. The festival draws thousands of patrons and showcases hundreds of artists, performers, and musicians. The Urban Arts Festival has received numerous awards including: “Best New Event in Utah” and “Best Indie Art Event in Utah.” The Festival is free for attendees, supporting our organization’s mission to foster the arts in all forms to create an aware, empowered, and connected community.

What better place to hold a festival that celebrates urban culture than in the heart of our city? In partnership with Salt Lake City, this year’s festival will be held September 2-4. You can expect the same quality programming as previous years, as well as new activities to keep the festival fresh and memorable, with the event activities spread throughout many days of the month for public safety.

THE URBAN ARTS FESTIVAL EXPERIENCE

- Local entertainers that embrace urban culture.
- Artist marketplace with approximately 100 booths.
- A stage programmed with music and performances throughout the festival.
- Dance performances from top dance groups featuring breakdancing battles.
- Live street art style painting.
- Annual Skate Deck Art Competition.
- Kids Art Activities.
- Food Truck League featuring Utah’s top food trucks.
- Hard-N-Paint - Basketball Tournament.
- Lowrider exhibit and Hop Off competition.

BENEFITS TO PARTICIPATING IN THE URBAN ARTS FESTIVAL

The Urban Arts Festival is quickly becoming one of Salt Lake’s most anticipated events of the year drawing thousands of patrons.

Sponsorship in the festival is a great way to reach out to new customers. We offer a variety of sponsorship packages or you can work with us on customizing your sponsorship. This festival is produced by the Utah Arts Alliance, a local 501(c)(3) non-profit organization whose mission is to foster the arts in all forms in order to create an aware, empowered, and connected community. Help us fulfill our mission by supporting the Urban Arts Festival.

FINANCIAL NEED AND SPONSORSHIP REQUEST

The Utah Arts Alliance is able to create such an amazing festival each year because of our wonderful volunteer base of over 150 volunteers and the many community partners that support us through cash sponsorships and in-kind donations of materials, equipment, and supplies. We would like to encourage you to become a sponsor for the 2022 Urban Arts Festival.

Your sponsorship will help ensure that we can continue to present and evolve this amazing festival, free to the public and provide attendees with an uplifting and valuable experience that they will always remember.

