

URBAN ARTS

FESTIVAL

UTAH'S LARGEST FREE ART FESTIVAL



SPONSORSHIP PROPOSAL

Produced by the Utah Arts Alliance

urbanartsfest.org

UTAH ARTS
ALLIANCE



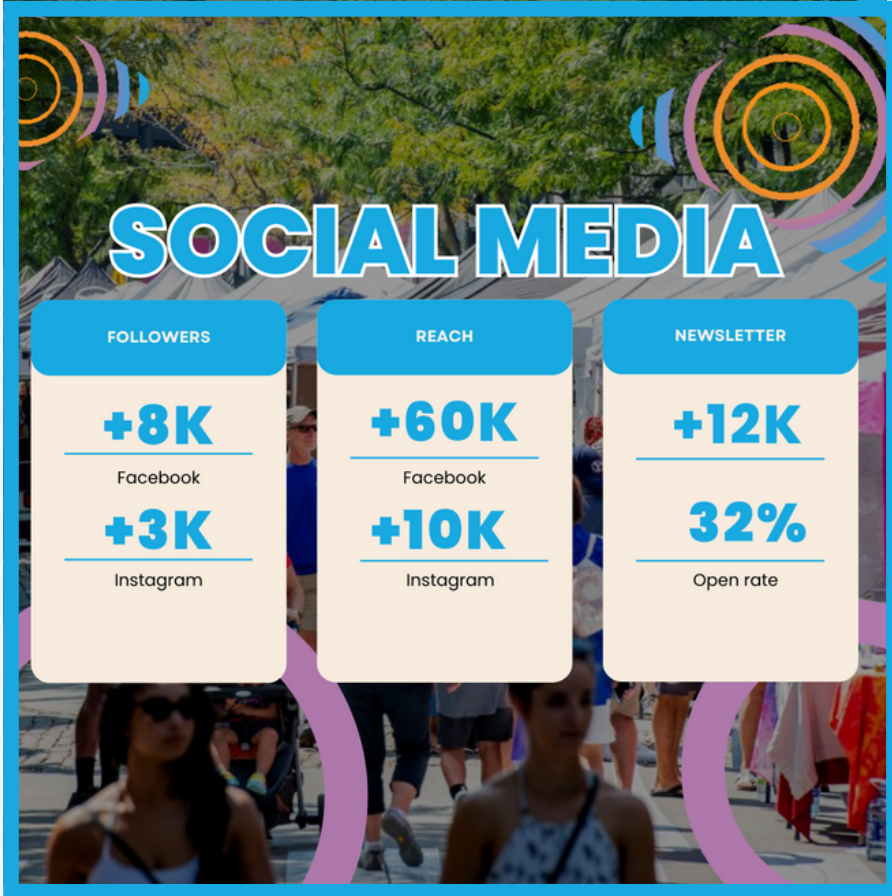
ABOUT THE URBAN ARTS FESTIVAL

Utah Arts Alliance seeks support for Urban Arts Festival, Utah's largest free community art event. Started in 2011, Urban Arts Festival has become one of Salt Lake City's most unique cultural celebrations, garnering numerous awards, including "Best New Event in Utah" and "Best Indie Art Event in Utah." Rooted in the multicultural life of our city, this two-day festival features breakdance battles, live mural painting, musical performances, a skate deck art competition, children's art activities, lowrider car exhibits, and basketball tournaments, drawing tens of thousands of guests and showcasing hundreds of local artists each year.

FINANCIAL NEED AND SPONSORSHIP REQUEST

Urban Arts Festival is possible each year because of our dedicated volunteer base and many community partners, who support us through cash sponsorships, grants, and in-kind donations of materials, equipment, and supplies. Your sponsorship will help ensure that we can present meaningful arts and culture programming at no cost to the public year after year.





Sponsoring Urban Arts Festival is a great way to broaden your audience and reach new customers. Utah Arts Alliance reaches thousands of individuals each year through our newsletter, social media, and web presence.

We'll work with you to customize a sponsorship package that works best for your needs.

Friend of the Festival Sponsor

\$5,000 investment

- Recognition on social media platforms Instagram and Facebook.
- Option of up to two (2) booth spots in a prominent area in the sponsor area.
- Company logo on the Festival website, urbanartsfest.org, listed as Festival Sponsor with a link to your website.
- Public acknowledgment as a Festival Sponsor from our stages and across festival grounds.
- Your company logo (small) on marketing materials such as posters, flyers, and brochures.
- Company banner hung at Festival.
- Two (2) Sponsorship Credentials, good for complimentary drinks at the Festival.



Premiere Program Sponsor

\$10,000 investment

- All of the Friend of the Festival Sponsor benefits as listed above.
- Sponsor one of the Festival premiere programs that make the Urban Arts Festival a unique community event with your company banner hung in sponsored area.
- Previous premiere programs include the Artist Marketplace, Live Painting Exhibits, and Lowrider Hop-off
- Public acknowledgment as a Premiere Program Sponsor from our stages and across festival grounds.
- Your company logo (medium) included in all print advertisements and on marketing materials such as posters, flyers, and brochures.
- Six (6) Sponsorship Credentials, good for complimentary drinks at the Festival.

Stage Sponsor

\$25,000 investment

- All of the Premiere Sponsor benefits as listed above.
- Festival Stage named after your company with a company banner prominently displayed on stage.
- Company logo (large) included on sponsor banners placed throughout Festival grounds.
- Option of up to three (3) booth spots in a prominent location in the sponsor area.
- Public acknowledgment as a Stage Sponsor from our stages and across festival grounds.
- Ten (10) Sponsorship Credentials, good for complimentary drinks at the Festival.

CUSTOMIZE YOUR SPONSORSHIP LEVEL

Create a customized sponsorship with the help of our team! A mix of in-kind donations, volunteer time, cash, donated goods, gift cards, and more can be arranged for your sponsorship package. In-kind and media support are valued at one-third of cash sponsorships in determining sponsorship levels.

Presenting Sponsor

\$50,000 investment

- Named as 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.
- Company logo (large) on the festival website, urbanartsfest.org, as the presenting sponsor with a link to your website on the front page and sponsor page.
- Option of up to three (3) booths in a prominent level in the sponsor area.
- Public acknowledgment as the Festival Presenting Sponsor from our stages and across festival grounds.
- Twenty (20) Sponsorship Credentials, good for complimentary drinks at the Festival.

For more information, to learn about volunteer opportunities, or become a sponsor of Urban Arts Festival contact:

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Utah Arts Alliance, a 501(c)(3) non-profit dedicated to fostering the arts in all forms to create an aware, empowered, and connected community.



www.utaharts.org
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