UPTOWN ART FAIR

2019

SPONSORSHIP OPPORTUNITIES

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EXECUTIVE SUMMARY

Nationally acclaimed, award winning, Uptown Art Fair

Date/Time

- August 2, 3, and 4, 2019 • Always the first full weekend in August
- Friday, 12:00 PM - 8:00 PM • Saturday, 10:00 AM - 8:00 PM
- Sunday, 10:00 AM - 5:00 PM

Location

- Urban festival in the heart of a lively, business district in Uptown, Minneapolis

Attendance

- Attracting nearly 400,000 people annually, making it the 2nd largest attended event in the state of Minnesota

Features

- 345 exhibiting artists
- Youth art fair
- Culinary arts competition
- Beer gardens
- Diverse food and beverage options
- Day and evening entertainment
- Interactive art activities
- On-site demonstrations
- Charitable partner tent
- Free bus rides
- Complimentary bike valet
- Handicap accessability

Produced By

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- UptownArtFair.com
- Facebook: Uptown Art Fair “Official”
- Twitter and Instagram: @UptownArtFair

UPTOWN ART FAIR

2018 SPONSORS

Premier Sponsor

Official Radio Sponsor

Artist Brunch Sponsor

Youth Art Fair Sponsor

Official Beverage

Official Beer

Charitable Partners Tent Sponsor

Medical Sponsor

Uptown Information Booth Sponsor

Bike Valet Sponsors

Art Pass Sponsor

Family Imagination Station Sponsor

Official Hotel Sponsor

Apparel Sponsors

VIP Hospitality Sponsors

Cocktail Competition Sponsors

Party Plaza Sponsors

Culinary Arts Competition Sponsors

SPONSOR HIGHLIGHTS

NATIONALLY ACCLAIMED AND LONG-STANDING TRADITION

What started in 1963 as a small event with 10 artists propping their work against the curb to sell their wares, has grown into an internationally renowned fair that celebrates artists, their work and the vibrant heart of the Uptown community for three days. It has grown and changed over the years but it remains a highly anticipated event, bringing over 400,000 people to the area.

INCREDIBLE PRESENCE FOR YOUR BRAND

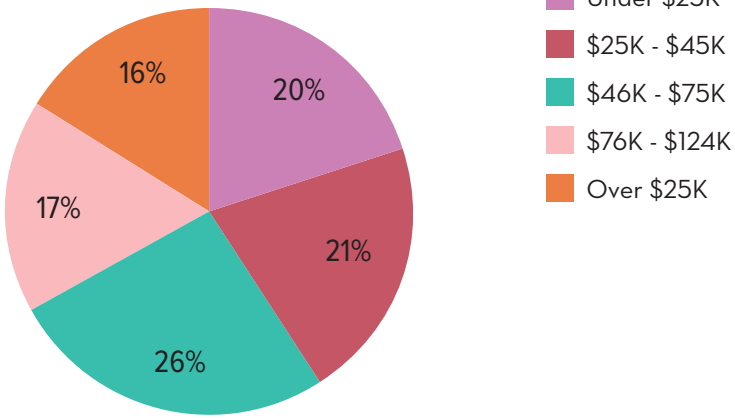
As part of your sponsorship, you will receive presence within the event where you can distribute literature, collect data base information and sample your product. The Uptown Art Fair offers a wide range of sponsorship opportunities to meet your marketing goals through customized programs of on-site branding, one-to-one marketing and extensive promotional exposure.

SPONSOR HIGHLIGHTS

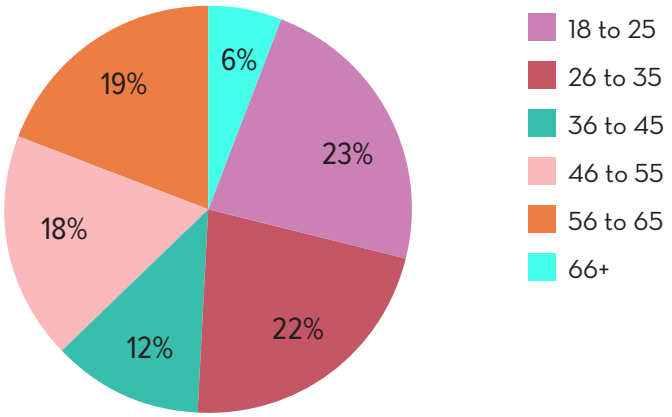
2018 VISITOR DEMOGRAPHIC INFORMATION

Data is gathered throughout the weekend via public surveys to better serve our audience in years to come. We recognize that the fair draws a diverse audience of loyal attendees and newcomers. 34% of our attendees were first-timers in 2018. In addition, 22% had attended the event between 4-10 times and 15% more than 10 times. The art fair continues to attract a predominantly female audience of 68%. This is advantageous for sponsors in that the reach of their message was maximized while their brand identity was reinforced to return customers.

VISITOR INCOME



VISITOR AGE



MORE EXPOSURE = MORE BUSINESS

Your sponorship exposes your business to thousands of potential new customers who otherwise may not have had the opportunity to know about you. As an added bonus: Your sponsorship also increases and reinforces your presence with current customers.

UPTOWN ART FAIR

SPONSOR HIGHLIGHTS

THE 2018 NUMBERS SPEAK FOR THEMSELVES

TOTAL ON-SITE IMPRESSIONS - 34,217,100

Total Off-Site Reach		Total Off-Site Value	
TV Reach	1,503,976	TV value	$422,360
Print Reach	2,336,897	Print value	$153,092
Online Reach	396,708,301	Online value	$25,399,716
Advertising Reach	13,396,944	Advertising Dollars Spent	$874,667
Newswire Reach	82,162,963	**Total Earned Media**	**$25,978,168**

- Total FB impressions (May-Aug).....466,304
- Total Insta impressions (May-Aug).....25,110
- Total Twitter impressions (May-Aug).....40,271
- Total Art Fair website users (June –Aug).....47,952

EXCELLENT BUSINESS BUILDING OPPORTUNITIES

Sponsorship includes hospitality passes for your representatives and clients at the Uptown Art Fair. This VIP opportunity allows you to mingle with the folks that make the event happen as well as other sponsors. You will also have the chance to promote your business or organization in our exclusive sponsor area. In addition, sponsors are invited and encouraged to attend all art fair related events and media opportunities prior to the event.

UPTOWN ART FAIR

BENEFITS GRID

Use this grid to compare different levels of sponsorship with the benefits associated with each level. The benefits are divided into two catagories: 'pre-event' and 'during the event'. Pre-event benefits refer to benefits that take place once or are on-going in the time leading up to the Art Fair. Benefits during the event refer to specific things that happen during the three days of the Art Fair.

	PRESENTING	PREMIER	PARTICIPATING	ARTS ACTIVITY AREA	CULINARY ARTS STAGE	MOBILE APP	PAVILION AREA	CHARTIABLE PARTNER STAGE	BIKE VALET AREA	VIP HOSPITALITY AREA
PRE-EVENT BENEFITS										
YOUR NAME ON 2,000 COMMEMORATIVE PRINTS	X									
INCLUSIVE TELEVISION SPOTS	X									
FULL PAGE AD IN THE OFFICIAL EVENT PROGRAM	X	X								
DOCUMENTARY SPREAD IN EVENT PROGRAM	X	X								
INCLUSIVE RADIO SPOTS	X									
LOGO IN OFFICIAL EVENT PROGRAM	X	X	X	X	X	X	X	X	X	X
HALF PAGE AD IN EVENT PROGRAM				X	X	X				
LOGO & LINK ON OFFICIAL WEBSITE LISITNG	X	X	X	X	X	X	X	X	X	X
LOGO ON 2,000 GUIDE COVERS	X	X	X	X	X	X	X	X	X	X
RECOGNITION ON PROMOTIONAL POSTERS, CLINGS & WINDOW SIGNAGE	X	X	X	X	X	X	X	X	X	X
SOCIAL MEDIA CALLOUTS	10	6	4	3	3	3	2	4	3	2
DURING THE EVENT BENEFITS										
UPTOWN ART FAIR PRESENTED BY YOU	X									
INTERSECTION BANNER	X									
NAMING RIGHTS FOR THIS ELEMENT	X			X	X	X		X	X	X
LOGO RECOGNITION AT ART FAIR ENTRANCES	X	X	X	X	X	X	X	X	X	X
VIP HOSPITALITY PASSES	25	20	10	3	6	10	6	8	6	5
LOGO IN ADVERTISEMENTS, STREET SIGNAGE, AND MAPS	X	X	X	X	X	X	X	X	X	X

PRESENTING SPONSOR

- Enjoy naming rights and the highest level of visibility — “Uptown Art Fair Presented by (YOU)”
- Your name and logo featured in an exclusive multi-media marketing program incorporating TV, radio, print, online and on-site signage
- Multiple booth space locations on property
- Two page documentary spread in event program
- Full page ad in event program
- Logo recognition on website, in event program, local media
- Social media campaign on Facebook, Twitter, Instagram

PREMIER SPONSOR

- 10' x 30' or 20' x 20' booth space with opportunity for display, sampling and distribution
- Positioning in high traffic area on property
- Full page ad in event program
- Logo recognition on website, in event program, local media
- Social media campaign on Facebook, Twitter, Instagram

PARTICIPATING SPONSOR

- 10' x 10' booth space with opportunity for display, sampling and distribution
- Positioning in high traffic area on property
- Logo recognition on website, in event program, local media
- Social media campaign on Facebook, Twitter, Instagram

BIKE VALET SPONSOR

- Naming rights
- Business name and logo on banner on fencing
- Business name and logo on directional signage
- One page documentary spread in event program
- Logo recognition on website, in event program, local media
- Social media campaign on Facebook, Twitter, Instagram

CULINARY ARTS STAGE SPONSOR

- Naming rights
- Bring unique attention to your business with this culinary event that pairs the hottest chefs and most creative artists in the Twin Cities
- Name and logo on stage banners
- Opportunity for additional banner on stage
- Opportunity for on-stage interviews during competition rounds
- Opportunity for a position on the judging panel
- Name recognition on all Art Fair-wide marketing tools and outdoor signage
- Dedicated social media posts featuring the competition and sponsor brand
- Opportunity to provide ingredients for use during competition rounds

MOBILE APP SPONSOR

- Offers an integrated experience without having a physical presence
- Excellent opportunity to get in front of a targeted audience
- Bring your brand to life
- Highlight your brand with custom fonts, graphics and animations
- Visually engaging sponsor opportunity
- Exceptional user experience will offer interactive maps, up to date event content and scheduling details

PAVILION AREA SPONSOR

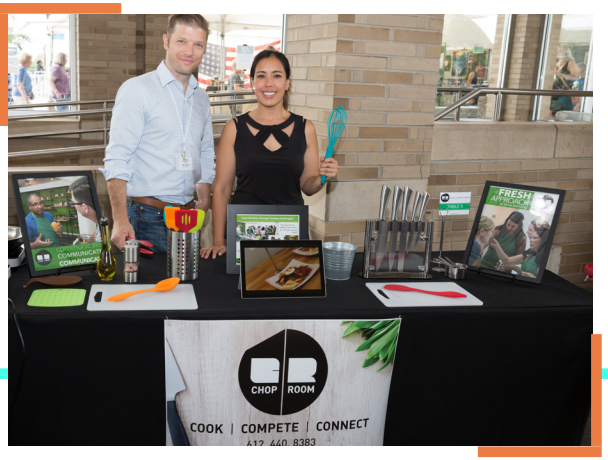
- Offers an opportunity for high brand visibility without a physical presence
- Website prominence with link
- Social media campaign on Facebook, Twitter, Instagram
- Logo on all marketing materials
- Opportunity to display and distribute materials
- Name on banner
- Name on display display signage and posters

CHARITABLE PARTNER SPONSOR

- Naming rights of this interactive area where local non-profits can bring awareness of their organizations
- Your own promotional space in close proximity
- Logo on all marketing materials
- Name and logo on banner
- Full page ad in event program
- Entry point signage
- Website prominence with link
- Social media campaign on Facebook, Twitter, Instagram

ARTS ACTIVITY SPONSOR

- Naming rights of this popular destination for all ages to participate in a creative activity
- Your name on all marketing materials
- Half page ad in event program
- Banner signage
- Your own promotional space in close proximity
- Logo recognition
- Social media campaign on Facebook, Twitter, Instagram

VIP HOSPITALITY AREA SPONSOR

- Naming rights in this destination area
- Logo on all marketing materials
- Name on banner
- Social media campaign on Facebook, Twitter, Instagram
- Name on display signage and posters
- Opportunity to display and distribute materials