**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 accessibility

**Produced By**
- Uptown Association
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- F: 612-823-3158
- maude@uptownminneapolis.com
- UptownArtFair.com
- Facebook: Uptown Art Fair “Official”
- Twitter and Instagram: @UptownArtFair

**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**
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.

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.
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

- Under $25K: 16%
- $25K - $45K: 20%
- $46K - $75K: 21%
- $76K - $124K: 26%
- Over $25K: 17%

VISITOR AGE

- 18 to 25: 19%
- 26 to 35: 6%
- 36 to 45: 23%
- 46 to 55: 22%
- 56 to 65: 18%
- 66+: 12%

MORE EXPOSURE = MORE BUSINESS

Your sponsorship 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.
**THE 2018 NUMBERS SPEAK FOR THEMSELVES**

**TOTAL ON-SITE IMPRESSIONS - 34,217,100**

<table>
<thead>
<tr>
<th>Total Off-Site Reach</th>
<th>Total Off-Site Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Reach</td>
<td>1,503,976</td>
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<tr>
<td>Print Reach</td>
<td>2,336,897</td>
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<tr>
<td>Online Reach</td>
<td>396,708,301</td>
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<tr>
<td>Advertising Reach</td>
<td>13,396,944</td>
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<td>Newswire Reach</td>
<td>82,162,963</td>
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<tr>
<td>TV value</td>
<td>$422,360</td>
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<tr>
<td>Print value</td>
<td>$153,092</td>
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<tr>
<td>Online value</td>
<td>$25,399,716</td>
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<tr>
<td>Advertising Dollars Spent</td>
<td>$874,667</td>
</tr>
<tr>
<td><strong>Total Earned Media</strong></td>
<td><strong>$25,978,168</strong></td>
</tr>
</tbody>
</table>

- 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.
Use this grid to compare different levels of sponsorship with the benefits associated with each level. The benefits are divided into two categories: ‘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.

<table>
<thead>
<tr>
<th></th>
<th>PRESENTING</th>
<th>PREMIER</th>
<th>PARTICIPATING</th>
<th>ARTS ACTIVITY AREA</th>
<th>CULINARY ARTS STAGE</th>
<th>MOBILE APP</th>
<th>PAVILION AREA</th>
<th>CHARITABLE PARTNER STAGE</th>
<th>BIKE VALET AREA</th>
<th>VIP HOSPITALITY AREA</th>
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<tbody>
<tr>
<td><strong>PRE-EVENT BENEFITS</strong></td>
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<td>Your name on 2,000 commemorative prints</td>
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<tr>
<td>Inclusive television spots</td>
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<tr>
<td>Full page ad in the official event program</td>
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<td>Documentary spread in event program</td>
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<tr>
<td>Logo in official event program</td>
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<td>X</td>
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<td>Half page ad in event program</td>
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<td>Logo &amp; link on official website listing</td>
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<td>Recognition on promotional posters, clings &amp; window signage</td>
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<td>Social media callouts</td>
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<td><strong>DURING THE EVENT BENEFITS</strong></td>
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<td>Uptown art fair presented by you</td>
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<td>Logo recognition at art fair entrances</td>
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<td>X</td>
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<td>VIP hospitality passes</td>
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<td>Logo in advertisements, street signage, and maps</td>
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<td>X</td>
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</tbody>
</table>
• 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
• 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
• 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

PARTICIPATING SPONSOR
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
• 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
• 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