

the uptown association presents

Illustration
by Chuck U

UPTOWN ART FAIR

WHERE LAKE
MEETS HENNEPIN

UPTOWN
ART FAIR
2019

UPTOWNARTFAIR.COM

#UPTOWNARTFAIR



2019 SPONSORSHIP REPORT

2019 UPTOWN ART FAIR SPONSORSHIP REPORT

The Uptown Art Fair is the ultimate crossroads for people, art, entertainment, food, and—more importantly—community. This event fosters an appreciation for the arts and provides a showcase and sales outlet for professional and amateur artists alike from around the country. Produced by the Uptown Association, it also serves as the economic engine for the vibrant Uptown Minneapolis community, drawing traffic and generating revenue for local community projects and businesses.

In 2019, nearly 400,000 people of all ages attended the nationally acclaimed Uptown Art Fair. Guests enjoyed exploring over 320 artists' booths, more than 25 diverse food and drink options, hands-on activities for all ages, Uptown Marketplace, the Youth Art Fair, and the Culinary Arts Competition, made the 2019 experience one for the books.

The Uptown Art Fair is made possible every year by you, our generous sponsors, as well as hundreds of community volunteers and local businesses. With your enduring support, we can continue to celebrate the arts, and further grow our diverse community through this incredible event. We hope you enjoyed your experience with us, and we look forward to partnering with you again on August 7-9, 2020 for our 57th year!

OUR CORE VALUES

- INSPIRE APPRECIATION OF THE ARTS
- PROMOTE COLLABORATION
- CELEBRATE ORIGINAL ART
- DELIVER THE HIGHEST STANDARDS
- IMPACT COMMUNITY
- ENGAGEMENT FOR ALL AGES

UPTOWN ART FAIR BY THE NUMBERS

385,000
VISITORS OVER 3 DAYS

605
VOLUNTEERS

1,600
BIKE VALETS

50
YOUTH
ARTISTS

321 ARTISTS
(36 STATES, 2 COUNTRIES)

7,534
METRO
TRANSIT

15,000
EVENT PROGRAMS
DISTRIBUTED

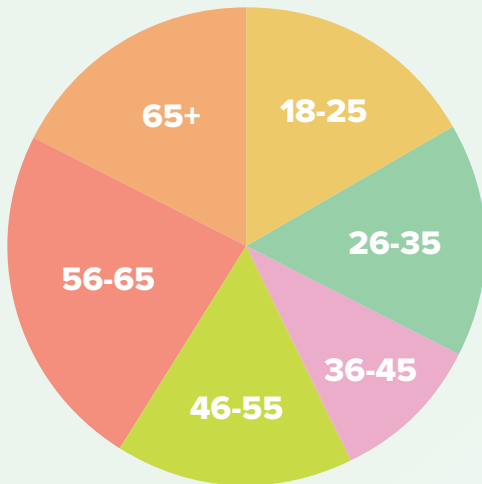
2,000
SWAG BAGS
DISTRIBUTED

ART
PASS
BUS RIDES
SATURDAY &
SUNDAY

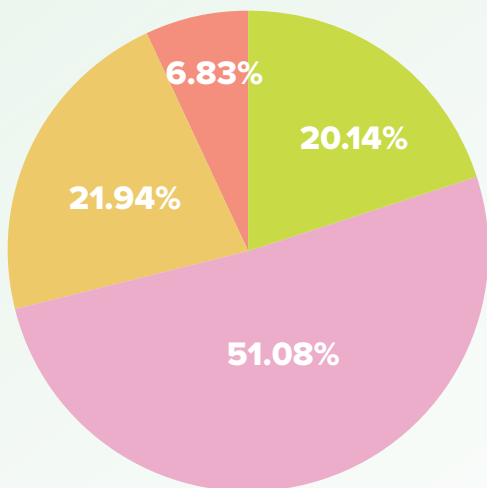
5 LOCAL NON-PROFITS IN THE
CHARITABLE PARTNER TENT

ATTENDANCE NUMBERS AND DEMOGRAPHICS

Age



Completed Level of Education



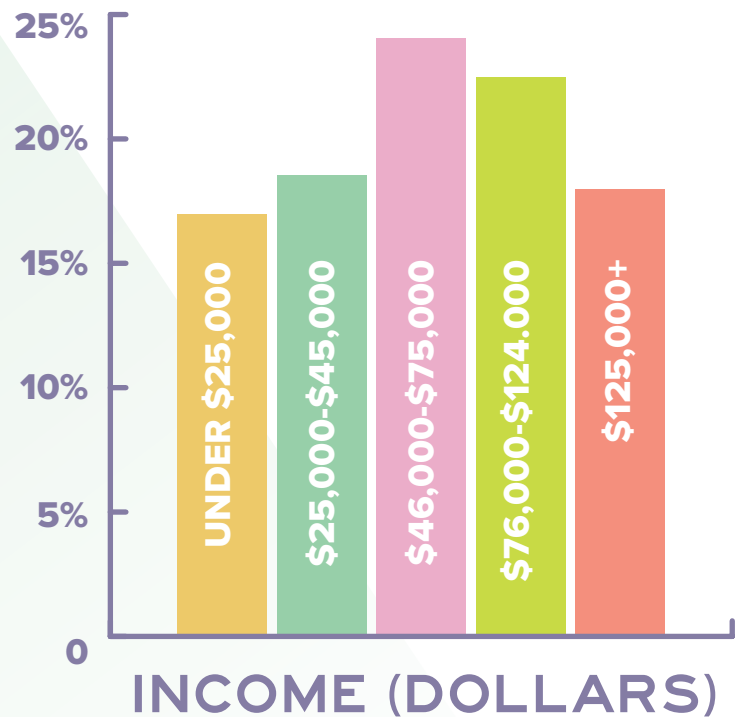
PhD/Professional
Degree

High School
Diploma

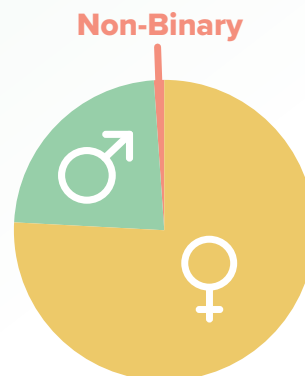
Master's
Degree

Bachelor's
Degree

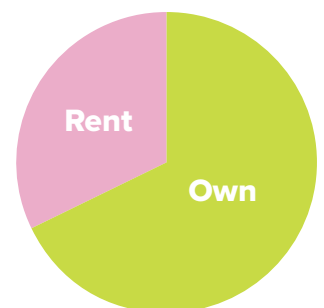
Attendees



Gender



Household



MEDIA IMPRESSIONS

Social Media Numbers & Impressions



8,680 FOLLOWERS

4.4 OUT OF 5



503,949 IMPRESSIONS



1,508 FOLLOWERS

#UPTOWNARTFAIR

USED 4,678 TIMES

57,831 IMPRESSIONS



1,722 FOLLOWERS

1,418 TWEETS

24,490 IMPRESSIONS

Prior to and during the event, the Uptown Art Fair strategically utilizes a wide variety of channels to garner attention and maximize attendance. Preview events, social media, paid advertising, and a complex public relations campaign coordinated by Belmont Partners round out our efforts. Employing diverse outreach tools and having strong partnerships with the media ensures that we continue to create anticipation and interest in the Uptown Art Fair.

Impressions



ONLINE.....254,214,675



ON-SITE IMPRESSIONS.....31,865,100



ADVERTISING.....3,373,705



PRINT.....1,608,716



RADIO.....1,192,800



TELEVISION.....1,112,318



WEBSITE PAGE VIEW.....282,565



GRAND TOTAL.....375,817,815



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