

# THE 2020 UPTOWN ART FAIR: MINNESOTA'S CELEBRATION OF ART



# A Vibrant Arts Community

*As Minnesotans we take pride in all of what our community has to offer.*

*We love our 10,000 lakes.*

*We embrace our winters.*

*We cheer passionately in our sports teams.*

*We take pride in our rich music history*

*We are passionate about our reputation as a world class arts community.*



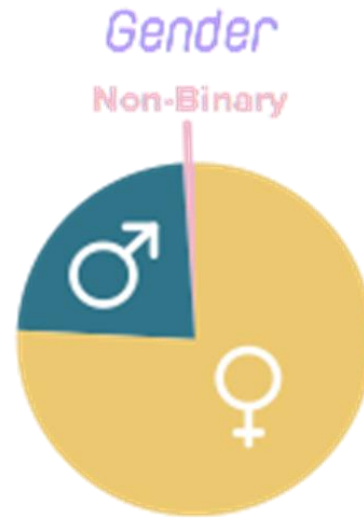
# The Most Iconic Arts Event in the Region

*The Uptown Art Fair is a three-day celebration that showcases everything that the Twin Cities vibrant arts scene has to offer. The longest running and most well attended event of its kind in the state, the event features an immersive creative experience held in the region's most vibrant and artistic neighborhood.*

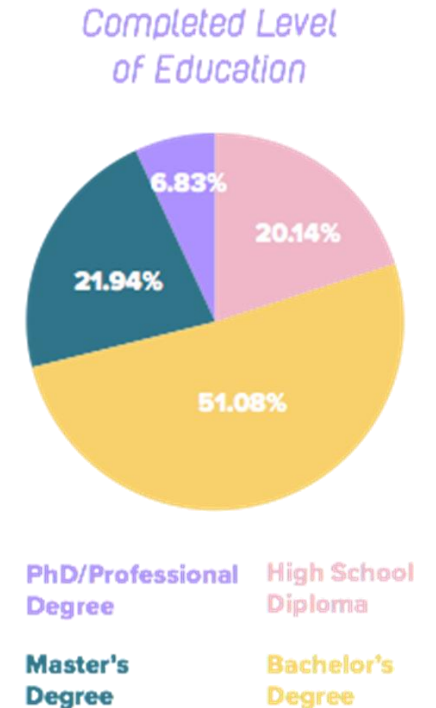
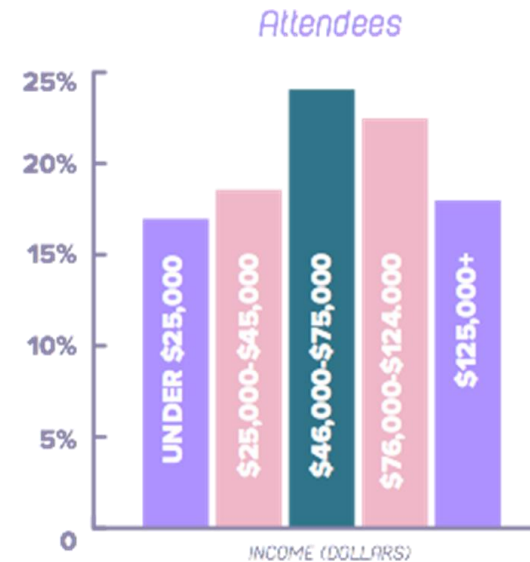
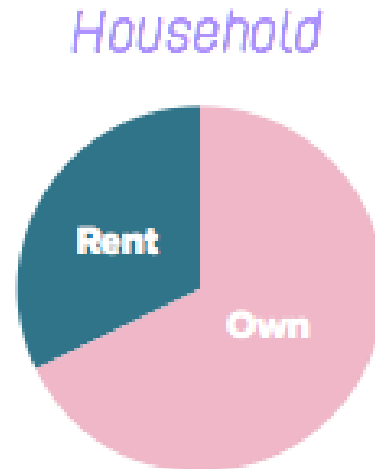
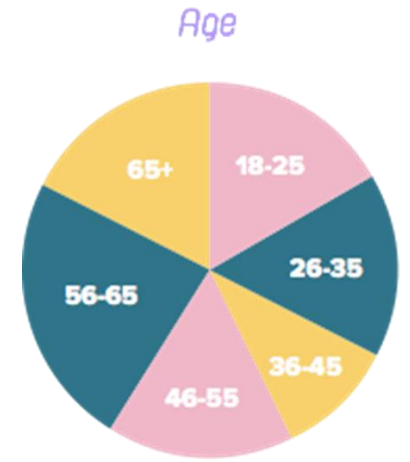


# A Hard to Reach but Desirable Audience

*Each year close to 400,000 people descend upon Uptown to enjoy great food, family friendly entertainment and to be inspired by artists that spark the imagination.*

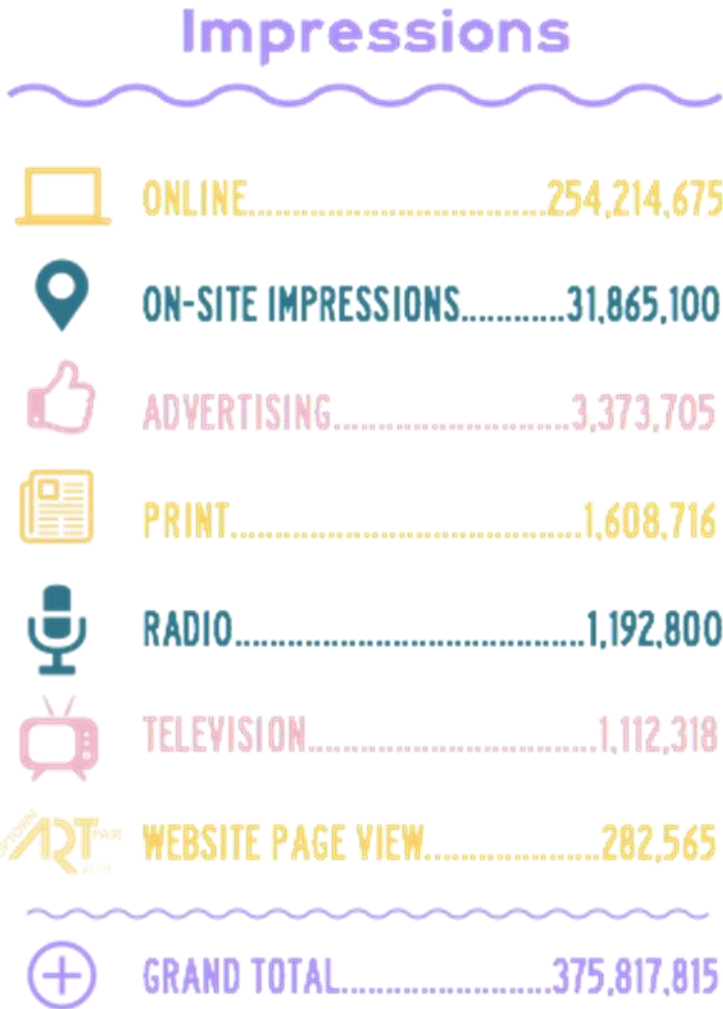
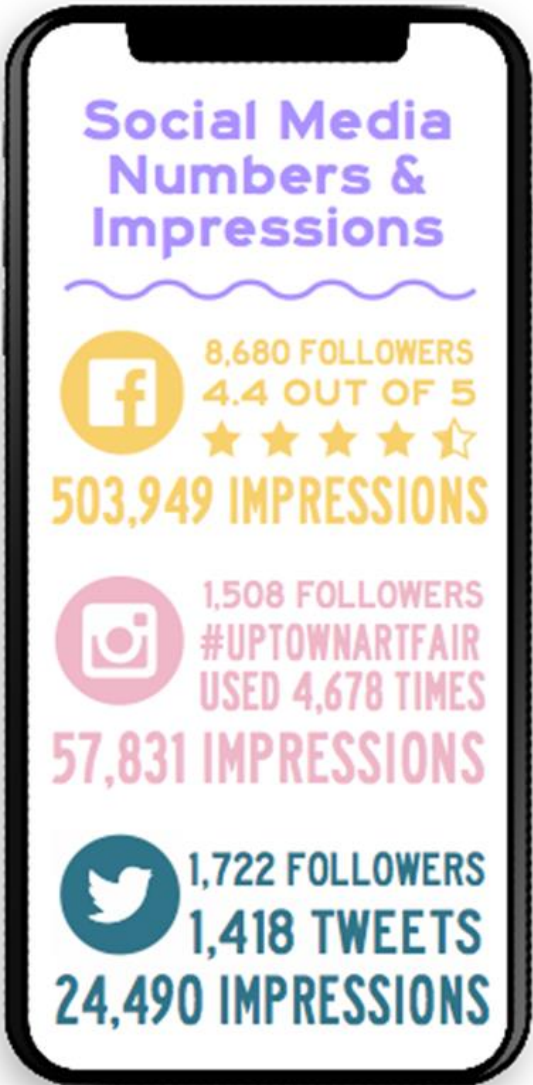


**385,000+ VISITORS**



# Exposure that Extends Beyond Uptown

While close to 400,000 visit the Uptown Art Fair each year, the event reaches millions of additional consumers through it's regional advertising, local media coverage and its aggressive social media strategy.



# Why Partner with the Uptown Art Fair?

*Produced by the Uptown Association, the Uptown Art Fair is made possible every year through the efforts of hundreds of community volunteers and the support of our generous sponsors and in 2020 we are proud to offer a limited number of partnerships to brands looking to engage and interact with this passionate audience while supporting the local art community.*



# Unparalleled Exposure

*The Art Fair integrates partner messaging in a manner that is impactful without being intrusive as partners can reach the events massive audience without negatively impacting attendees on-site experience.*

*Held in one of the most highly trafficked areas in the metro, partners enjoy can enjoy exposure benefits before, during and after the Art Fair.*



*Event attendees represent a powerful decision-making demographic and the Art Fair offers several opportunities for partners to interact with these individuals while activating their brand.*



# Establish a Connection to the Arts

*Through a relationship with the Uptown Arts Fair partners show their commitment to the arts and can align their brand with the Spirit of the Uptown Art Fair through entitlement of interactive areas, multi-cultural presentations, educational programming and live art demonstrations.*



# Let Us Help You Create a Masterpiece

*The Uptown Art Fair is committed to creating partnerships that work for our sponsors and bring value to our attendees. Programs are customized to partners goals and needs and can be crafted to fit in almost any budget.*

385,000

VISITORS OVER 3 DAYS

50  
YOUTH  
ARTISTS

321 ARTISTS  
(36 STATES, 2 COUNTRIES)

15,000  
EVENT PROGRAMS  
DISTRIBUTED

2,000  
SWAG BAGS  
DISTRIBUTED

605  
VOLUNTEERS

1,600  
BIKE VALETS

7,534  
METRO  
TRANSIT  
ART  
PASS  
BUS RIDES  
SATURDAY &  
SUNDAY

5 LOCAL NON-PROFITS IN THE  
CHARITABLE PARTNER TENT

# Contact

*For more information on how your company can be a part of the 2020 Uptown Art Fair please contact:*

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