



Sponsorship Opportunities

Our sponsors help keep Art on the Waterfront free!

Mission:

Art on the Waterfront is a festival celebrating local artists, artisans, and musicians. This free two-day event will attract multiple audiences including individuals of all ages, populations of diverse cultural backgrounds, families, as well as others. The goal for attendance of this event is 10,000.

Areas of the festival:

- *Main Stage*
- *Demonstration area*
- *Kids' Zone* – including colouring contest, talent show, chalk drawing, informational booths and interactive learning experiences
- *Waterfront*

Sponsorship Levels:

Community Sponsor (Deadline: May 1, 2020)

\$200

- Opportunity for individuals and small businesses to be involved and participate
- Name listed as a sponsor on website; link to website on festival site
- Waterfront signage with sponsor's logo/name

Festival Sponsor (Deadline: March 1, 2020)

\$1,000

- All the benefits of *Community Sponsor* plus...
- Sponsors' logo/name second row (slightly larger font/logo than Community sponsors) on website
- Sponsor's logo on giant signage in above four areas of the festival
- Sponsor acknowledged on Facebook and Twitter; link to website

Major Sponsor

\$5,000+

- All the benefits of *Festival Sponsor* plus ...
- Participation/media photo op in Opening Ribbon Cutting Ceremony
- Sponsors' logo/name top row (slightly larger font/logo than festival sponsors) on website; link to website on festival site
- Sponsors' logo/name on marketing materials, including 200 posters and 2500 postcards

Note: Paid local newspaper advertising publically displays your product, or services, but no funds from paid ads are directed to Art on the Waterfront. Direct sponsorship contributes towards the cost of an event and helps keep Art on the Waterfront free!