

GreaterRestonArtsCenter
Northern Virginia
FineArts
FESTIVAL

#MakeArtHappen
MAY 20-21
RESTON TOWN CENTER
restonarts.org

GreaterRestonArtsCenter
Walmart

GreaterRestonArtsCenter
Northern Virginia
FineArts
FESTIVAL

2019
SPONSORSHIP
PROSPECTUS

WHY BE A SPONSOR?

REACH A WIDE AND DIVERSE AUDIENCE

Greater Reston Arts Center's Northern Virginia Fine Arts Festival is one of the largest outdoor visual arts festivals on the East Coast, attracting over 30,000 weekend visitors. Now a three-day event! Open Friday, Saturday, and Sunday, May 17–19, 2019, 10am–5pm, with an evening Festival Party on May 18.

- Marketing materials featuring our major Sponsors are sent regionally to over 20,000 households.
- The annual Festival marketing campaign reaches extensive online, print, TV, radio, and social media audiences.

BE PART OF A "DESTINATION" EVENT

- A robust Festival provides a compelling cultural reason for people to make Reston a true destination—enhancing quality of life and driving traffic that is good for area businesses.
- The size of the weekend crowds, the fact that so many of our artists seek to return year after year, the strong sales reported by a number of Reston Town Center businesses, and the Festival's top national ranking testify to the excellent marketing opportunity.

PARTNER WITH AN ICONIC RESTON INSTITUTION

- The Greater Reston Arts Center (GRACE), which has a 45-year history in the community, is the area's largest non-profit dedicated solely to the visual arts.
- Beyond the intrinsic business value of supporting the arts, the Festival provides an unmatched opportunity to support the Greater Reston Arts Center and its mission, while gaining real branding and marketing value for that support

"Northern Virginia Fine Arts Festival is one of the finest quality art fairs in this region of the country. The 'art stars' of the outdoor art fairs vie for spaces here, a wonderful place to add contemporary art to your collection."

- Connie Mettler, *Art Fair Insiders*

ALL SPONSORS

- Will be listed in the Festival program, on the website, and in other marketing materials appropriate to their level; major Sponsors will be tagged in social media posts;
- will receive complimentary tickets to the Festival Party;
- at the \$5,000 level and up will receive an ad in the Festival program;
- at the \$7,500 level and above are entitled to one complimentary use of the Greater Reston Arts Center gallery, in Reston Town Center, for a private or business reception of your choosing (\$1,000 min. value). The gallery accommodates up to 75 guests for cocktail functions; catering not included. Date must be approved by and coordinated with GRACE.

In addition, Sponsors at the \$10,000 level and up will receive the following:

- Identification with logo on the banner crossing Market Street;
- a one-page complimentary ad in the Festival program (designed by the sponsor's marketing team);
- identification in most Festival marketing materials;
- Special recognition at the Festival Party.

For more information about sponsorships, please contact Maggie Edwards at medwards@restonarts.org or (703) 471-9242

ALL SPONSORSHIP PACKAGES CAN BE CUSTOMIZED TO FIT YOUR BUSINESS NEEDS.

TITLE SPONSOR

\$25,000

- Corporate name and logo will be associated with the Festival logo in all marketing materials and wherever and whenever the Festival logo is used.
 - Prime real estate in the heart of the Festival.
 - Title Sponsor will receive a complimentary two-page ad in the Festival program. (Designed by the sponsor's marketing team).
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SIGNATURE SPONSORS

\$15,000

Options include:

- Sponsor the **Festival Party** by providing catering and get a booth and banner at the Pavilion's entry point. Sponsor will be recognized at the party.
- Sponsor the **Pavilion!** The Reston Town Center pavilion is at the heart of the Festival, housing Friday night's Festival Party, the Family Art Park, and the GRACE information booth. The Pavilion will be branded with the Sponsor's name and logo in all Festival marketing materials.
- Be an **Automotive Sponsor** and get prime real estate to showcase a vehicle throughout the Festival weekend.
- All Signature Sponsors get a full-page ad in the Festival program.

PRODUCT SPONSORS

\$10,000

Options include:

- Sponsor the **Festival T-shirts**, and get your brand prominently featured on t-shirts, worn all weekend by all staff and volunteers and provided to all artists.
 - Combine a cash/in kind sponsorship by providing **bottled water** for all Festival patrons, artists, and volunteers for the weekend and have a branded booth/water dispensary right on Market Street.
 - Sponsor the **Excellence in Contemporary Art Awards** as designated by the judges. Sponsor will be identified on the ten blue ribbons provided to the award winners.
 - Sponsor the printed **Festival program** and be highlighted in the program. The program is provided to all patrons, artists, and volunteers.
 - All Product Sponsors get a half-page ad in the Festival program.
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TOP OF THE PARK SPONSORS (4 AVAILABLE)

\$5,000

- Have a (10 x 10 foot) booth on-site, subject to availability.
 - All Top of the Park Sponsors get a quarter-page ad in the Festival program.
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COMMUNITY SPONSORS

\$2,500

Options include:

- Sponsor the well-attended **Family Art Park**, a family favorite located in a high traffic area, and get recognized on signage and on the Festival map.
- Sponsor a **Street Block** and your logo will be identified on each artist booth sign on that block.
- Sponsor a **Public Art Work** created by visitors over the course of the weekend and have your logo featured in the Pavilion.

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The Greater Reston Arts Center (GRACE) serves 80,000 people annually, providing Virginia, Maryland, and DC's diverse communities with abundant opportunities to experience and explore contemporary art through exhibitions, education programming, and the Northern Virginia Fine Arts Festival. Greater Reston Arts Center strives to increase understanding of different cultures through art, brings diverse audiences together around a common interest, and ensures access and opportunity for engagement in the arts to all residents, regardless of age, race, ethnicity, or income. Admission to the GRACE gallery is always FREE, as are most programs.

EXHIBITIONS AT GREATER RESTON ARTS CENTER (GRACE)

GRACE's main gallery location showcases regional artists alongside artists of national and international reputations. Recent exhibitions have created opportunities for partnerships with Reston Community Center, the National Museum of African American History and Culture, George Mason University, and the National Gallery of Art.

GREATER RESTON ARTS CENTER AT SIGNATURE

Greater Reston Arts Center at Signature is a new and innovative satellite gallery space that presents a year-round schedule of exhibitions of the best local and regional artists selected by the Center's curatorial staff. Admission to Greater Reston Arts Center at Signature is always free and open to the public. Sponsored by Balducci's Food Lover's Market.

EDUCATION

Exhibition programming includes Creative Responses for which a local expert in their field is invited to respond to the work on view and engage visitors in conversation. Emerging Visions, GRACE Art, and Summer Art Camp deliver art enrichment experiences to over 20,000 students.

NORTHERN VIRGINIA FINE ARTS FESTIVAL

MAY 17-19, 2019

The Northern Virginia Fine Arts Festival, GRACE's largest fundraising effort and a marquee cultural event on the regional calendar, now on its 28th year, is consistently listed as one of the top 20 such events in the country attracting 30,000 visitors and over 200 fine artists annually.

MAKE ART HAPPEN

GRACE offers many opportunities for you to support the arts in your community. To find out more visit restonarts.org/support

ABOUT GRACE

GreaterRestonArtsCenter

12001 Market Street, Suite 103 | Reston, VA 20190
703.471.9242 | info@restonarts.org | RESTONARTS.ORG
Tuesday-Saturday, 11am-5pm

