



2018 SPONSORSHIP PROSPECTUS

"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, 2015

YOU WILL REACH A WIDE AND DIVERSE AUDIENCE

- The Festival is one of the **largest outdoor visual arts festivals** on the East Coast, attracting over 30,000 weekend visitors.
- Marketing materials featuring our major sponsors are sent regionally to **over 20,000 households**.
- The annual Festival marketing campaign reaches **extensive** print, TV, radio, and online social media.

YOU WILL BE PART OF A "DESTINATION" EVENT

- A robust Festival, excellent gallery exhibitions, and cultural events pursued with **our partners** at the Reston Community Center, the Reston Town Center Association, Beloved Yoga, Ledios, OR Consulting, M Group Architects, Axar Hotels, BEI, among others, provide 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 robust sales reported by a number of Town Center businesses, and the Festival's top national ranking testify to the excellent marketing opportunity.

YOU WILL BE PARTNERING WITH AN ICONIC RESTON INSTITUTION

- The Greater Reston Arts Center, which has a 44-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.

SPONSORSHIP BENEFITS

ELITE SPONSOR and **SIGNATURE SPONSOR** benefits are identified on the back. In addition, **ALL** sponsors will receive:

- Will be listed in the Festival program, on our website, and in other marketing materials appropriate to their level; major sponsors will be tagged in social media postings.
- Will receive complimentary tickets to the Festival Party as follows: 6 (\$10,000 and above); 4 (\$4,000 - \$10,000); 2 (\$1,000 - \$4,000).
- Sponsors 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). Gallery accommodates up to 75 guests for cocktail functions, catering not included. Date must be approved by and coordinated with GRACE.



All advertising and recognition in the Festival program and other marketing materials are subject to GRACE's approval and must be of a quality consistent with a nationally top-ranked festival.

#MakeArtHappen

GreaterRestonArtsCenter *enriching the community through excellence in contemporary visual arts*

ELITE SPONSORS

CONTRACT

SIGNATURE SPONSORS

In addition to general benefits on the previous page all

ELITE SPONSORS at the \$10,000 level and up will;

- identified with logo on the banner crossing Market Street
- receive a one-page complimentary ad in the Festival program (designed by the sponsor's marketing team)
- identified in most Festival marketing materials
- identified on the Festival map provided to patrons
- receive special recognition at the Festival Party

Check the box to select your sponsorship level.

Cancellations will require forfeiture of 50% of the sponsorship commitment. The Festival proceeds rain or shine and GRACE does not guarantee attendance.

Name of Individual or Authorized Manager

Date

Signature of Individual or Authorized Manger

Sign and return this contract to

Greater Reston Arts Center 12001 Market Street Suite #103, Reston VA 20190

ECO-BAG SPONSOR

\$ 7,500 - \$10,000

- Eco-friendly, reusable shopping bags will be provided to patrons via our artists, entry gates, and in our merchandise area. Each bag will be emblazoned with the Festival logo on one side and the sponsor logo on the other.
- \$7,500 = 1,000 bags; for \$10,000 we could double that to 2,000. A \$10,000 sponsorship moves into the [Elite Sponsor](#) level.

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.
- [Title Sponsor](#) will receive a complimentary two-page ad in the Festival program. (Designed by the sponsor's marketing team)
- Prime real estate in the heart of the Festival—between the Pavilion and Market Street—is reserved for the sponsor's exhibition or demonstration booth.

AUTOMOTIVE SPONSOR

\$ 10,000 OR \$ 15,000
WITH TRY & DRIVE OPTION

- Prime real estate (TBD) will be provided to showcase a vehicle throughout the Festival weekend.
- A complimentary one-page ad in the Festival program
- A try-and-drive option is available (routing TBD) at the \$15,000 level.

GATE SPONSOR

\$ 5,000

- For \$5,000 sponsor will host three main entrance gates to Festival.
- Eight additional gates are available for sponsorship at \$2,500 each.
- Sponsor will be prominently identified at the gate and on the Festival map.
- Corporate volunteer opportunities are encouraged.
- Sponsor may choose to present an information table at gate.

FESTIVAL PARTY CATERING SPONSOR

\$ 15,000

- There is the opportunity for a unique sponsor booth and banner at the Pavilion's entry point on Friday. Sponsor will be recognized at the party.

FESTIVAL PROGRAM SPONSOR

\$ 10,000

- Sponsor will be highlighted appropriately inside the robust Festival program, which are provided to all patrons, artists, and volunteers.

FAMILY ART PARK SPONSOR

\$ 3,000

- Sponsor will be identified on signage at the Family Art Park, one of the most frequented event sites at the Festival, and on the Festival map.

PAVILION SPONSOR

\$ 15,000

- The 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.
- There is the opportunity for a unique sponsor booth and banner at the Pavilion's entry.

T-SHIRT SPONSOR

\$ 10,000

- Sponsor will be identified on the Festival T-shirts, which are provided to all artists and volunteers.

PUBLIC ART PROJECT SPONSOR

\$ 2,500

- A Festival favorite, visitors create a public artwork over the course of the weekend. Sponsor will be specially associated with that project.

WATER & HOSPITALITY SPONSOR

\$ 10,000

- A combination cash/in kind sponsorship that will provide bottled water for all Festival patrons, artists, and volunteers for the weekend.
- One prime dispensary(at the Market Street/Explorer intersection or on Market Street between the Pavilion and Fountain) will be prominently branded with the sponsor's logo.

ARTIST AWARDS SPONSOR

\$ 10,000

- Sponsor will fund 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 .

FACE PAINTING SPONSOR

\$ 2,500

- A family favorite located in a high traffic area, offering sponsor the opportunity to be specially recognized on signage and on the Festival map.

ARTIST BLOCK SPONSOR

\$ 2,500

- Sponsor logo will be identified on each artist booth sign for each of ten artist blocks, and in the program.
- Bonus! First sign-ups will get any of the ten blocks not sold at no additional expense.