

Partnership/Sponsorship Opportunities

August 2 & 3, 2008

9th Annual Loring Park Art Festival

Minneapolis, MN

"Sunshine Artists" listed the **Loring Park Art Festival**, Minneapolis, MN in the top 100 best fine art festivals in the nation in 2004, 2005, 2006, and 2007!

DATES: Saturday, August 2 and Sunday, August 3, 2008

TIMES: Saturday 10 am – 6pm Sunday 10am – 5pm

LOCATION: With beautiful ponds, huge shade trees, and formal gardens Loring Park makes an idyllic setting to enjoy art and entertainment. Located on the corner of Oak Grove St. and Hennepin Ave. across from the Walker Art Center the Loring Park Art Festival is at the hub of the urban arts district.

FEATURES: The art festival consists of 140 visual artists displaying their original work in 12x12 booths, strolling musicians, scheduled stage performances, children's activities and food booths. The art work presented will be from a variety of media including: painting, photography, printmaking, handmade paper, wood, jewelry, sculpture, fiber, mixed media and glass. Within these categories will be a variety of styles from traditional to abstract in a variety of price ranges with the goal being "something for everyone." Being a juried art show, the art festival receives over 350 applications from which an esteemed jury panel selects work from the best of local and national artists. Over \$50,000.00 worth of art is sold during the festival.

ATTENDANCE: An average of 25,000 hip urban, and savvy suburban people attend this annual event creating a wonderfully successful weekend event for everyone!

Loring Park Art Festival Sponsorship Benefits

A nationally recognized and locally loved annual event

In just 9 years the Loring Park Art Festival has developed into one of the finest festivals in Minnesota with national recognition. "Sunshine Artists" listed the **Loring Park Art Festival**, Minneapolis, MN in the top 100 best fine art festivals in the nation in 2004, 2005, 2006, and 2007. In just two days over 25,000 visitors attend the festival and exhibiting artists consistently rate the festival in their top 3 for sales. Your presence at the Loring Park Art Festival will connect you to a broad and loyal audience base. The International Events Group, Inc. conducted a survey on the relevance of consumer sales of products through exposure at festivals and concluded that 78% of festival sponsors see a measurable impact on their sales! ArtFair SourceBook says this about the Loring Park Art Festival *"This is an up-and-coming show in the Twin Cities...many patrons who attend prefer it to the Uptown show because it's an easier show to see, more compact, and its quality is more consistent. It may be worth supporting."*

Exposure, Branding, and Coverage

Sponsorship at the Loring Park Art Festival allows you face-to-face exposure to a targeted market, product branding, and extensive promotional opportunity. With a commitment to offering exclusive sponsorship categories we guarantee that your product or service will stand out in the crowds. As part of your sponsorship (at the exclusive sponsor level) you will have a 10x10 space within the event where you can distribute products or literature, collect data base information, sample your product, and conduct one-to-one marketing.

Your company name and logo will be included in all Loring Park Art Festival marketing materials including:

- Festival Post Cards – 15,000 printed and distributed to artist mailing lists, festivals throughout the state and at area businesses
- Festival Programs – 10,000 printed and distributed to area businesses and throughout the event
- Logo exposure on paid advertisements
- Logo exposure and hyper link to your website on the Loring Park Art Festival web site

The media coverage of the Loring Park Art Festival is extensive. In 2007 we received television coverage, editorial coverage and calendar listings in newspapers, radio interviews, and on-line exposure through website coverage add up to priceless exposure for the festival and our sponsors. The visibility for the Loring Park Art Festival is strengthened by the proximity to the Walker Art Center and coordinated efforts between the Uptown Art Festival and the Powderhorn Park Festivals during the Loring Park Art Festival weekend.

Participation as a valued sponsor of the Loring Park Art Festival will be give you a return on your investment!

Sponsorship Availability

Printing Sponsorship

Sponsorship Investment = In kind printing of Loring Park Art Festival post cards and festival program and posters or \$5,000.00 investment

The exclusive print sponsor of the Loring Park Art Festival provides valuable marketing materials for the festival (post cards, festival program, posters/site signage) and receives a high level of visibility through:

On-site 10 x 10 space during the two day event

Your company banner at festival Information Booth during event

Your company logo on festival signage throughout the park during the event

Your company logo on 2008 Loring Park Art Festival t-shirts

Logo exposure on all marketing materials

Full page advertisement for your company on the outside back cover of the festival program

Logo exposure and hyper link on Loring Park Art Festival web site

Logo exposure on paid advertisements based on ad size

Performance Stage Sponsor

Sponsorship Investment = \$5,000.00

The performance stage sponsor provides entertainment to a highly targeted audience of over 25,000 visitors. Reach your demographic through one of the most visible and popular locations at the festival.

Your company banner and signage at the entertainment stage

On-site 10 x 10 space during the two day event next to the entertainment stage

Your company logo on festival signage throughout the park during the event

Your company logo on 2008 Loring Park Art Festival t-shirts

Full page advertisement for your company on the inside back cover of the festival program

Logo exposure on all marketing materials

Logo exposure and hyper link on Loring Park Art Festival web site

Logo exposure on paid advertisements

Art Making Area Sponsor

Sponsorship Investment = \$5,000.00

The Art Making area reaches out to kids, families and festival goers inspired to make their own art.

Reach your demographic through one of the most visible and popular locations at the festival.

Your company banner and signage at the Art Making Area

On-site 10 x 10 space during the two day event next to the Art Making Area

Your company logo on festival signage throughout the park during the event

Your company logo on 2008 Loring Park Art Festival t-shirts

Full page advertisement for your company

Logo exposure on all marketing materials

Logo exposure and hyper link on Loring Park Art Festival web site

Logo exposure on paid advertisements

Exclusive Festival Sponsor

Sponsorship Investment = \$2,500.00

You will receive category exclusivity for your company/product/service by sponsoring the Loring Park Art Festival at this level. Reach a targeted market with the guarantee that your business will stand out to an interested audience.

On-site 10 x 10 space during the two day event with prominent placement in within the festival

Logo exposure in the festival program and on the festival postcards

Logo exposure and hyper link on the Loring Park Art Festival web site

½ page ad in the festival program

Additional Sponsorship Benefits

With valuable on-site presence during the Loring Park Art Festival and the opportunity for face-to-face marketing and direct promotion, your company will have an exclusive presence among your competitors to reach a loyal and targeted audience of over 25,000 smart and savvy people.

The Loring Park Art Festival places advertisements in print publications such as

- The Rake Magazine
- The Southwest Journal
- The Skyway News
- Lavender Magazine
- MN Monthly
- Women's Press
- Guthrie Program
- Orchestra Hall Program

Media placement such as

- Interviews and promotional spots on Art Matters on KFAI
- On-air interviews and promotion on KARE11 morning show
- On-line featured collection and promotion on the Walker Art Centers web site - mncartists.org
- Listing on the Loring Park Art Festival web site with links
- Artists Welcome Breakfast

Printed Material

- Festival Post Cards
- 16 page 4-color 8 ½ x 11 Festival Program
- Festival Poster and On-Site Signage
- T-Shirts

Extensive Editorial Coverage and Event Listings in Print and Media

- Star Tribune
 - Minnesota Monthly
 - MPLS/St. Paul Magazine
 - City Pages
 - The Rake Magazine
 - METRO Magazine
 - Women's Press
 - Lavender Magazine
 - Southwest Journal
 - Skyway News
- Just to name a few!

For More Information

For additional information on Exclusive Sponsorship of the Loring Park Art Festival, please provide the following information via email - info@loringparkartfestival.com and we will contact you immediately!

Your Company: _____

Contact Name: _____

E-mail: _____

Phone: _____ Fax: _____

____ I am interested in sponsoring the Loring Park Art Festival at the following level, please send me a contract!

Print ____ Entertainment Stage ____ Art Making Area ____ Exclusive ____

____ I would like additional information on sponsoring the Loring Park Art Festival.

Please contact me at _____

We look forward to partnering with you during the 2008 Loring Park Art Festival!

Sincerely,
Loring Park Art Festival
Artists for Artists, LLP
Pat Parnow, Mary Ann Wunderlin, Carol Haubner

Please contact Kathleen Kvern, sponsorship coordinator for the Loring Park Art Festival at info@loringparkartfestival.com

Website:
www.loringparkartfestival.com