

BIG FOUR BRIDGE ARTS FESTIVAL

SPONSOR MEDIA VALUE

ATTENDEES



50K expected attended!

Over 30k on Saturday and 20k more on Sunday expected, dubbed the largest Big Four Bridge event to date.

EARNED MEDIA VALUE



Organic OOH 178,576

Meltwater estimated 7.8M dollars in potential earned media reach.

SOCIAL REACH



In just 6 months we have grown to 5,082 Facebook Followers & sent over 16K emails.

- Page Reach 781,922
- Event reach 503.6K
- Daily Page Users: 202
- Impressions 1,209,392
- Check-ins to event: 693
- Event RSVPs: 23K

PRINT MEDIA REACH



95+ articles, 3 podcasts, 25 ads & 6 News Media spots

LEO Weekly & Podcast, TOPS, WDRB, WFPK, WAVE3

WEB TRAFFIC



38,931 page views in just 6 months.

44K hits on the Big Four Bridge Waterfront Development Event page. A record breaker for the site!

BIG4ARTSFEST

Join us in 2021!

SPONSOR BENEFITS

FESTIVAL BOOTH



50K attended our first year, will you be with us when we double that?



Top level sponsors receive a 10x10 or 10x20 festival booth space on a high traffic row with on-site recognition.

HIGH VISIBILITY EVENT



Organic OOH 178,576



Reach attendees as well as the rich flow of local traffic. Location offers excellent street and highway visibility.

SOCIAL RECOGNITION



Engage with our followers. Sponsors enjoy regular and consistent recognition on social media.



Daily, weekly and monthly social media sharing and recognition options for top level sponsorship including, posts, banners, videos, ads and podcasts.

TRADITIONAL MEDIA



Inclusion in articles, podcasts, ads, TV, radio, news media spots, event listings & more



Name and/or Logo recognition on LEO, TOPS, WDRB, WFPK, WAVE3, GDL +

SUGGESTED SPONSORSHIP LEVELS

Suggested sponsorship levels with number of opportunities.

- Presenting Sponsor (1) \$10,000+
- Activity Sponsor (1) \$6,000 - \$9,999
- Trolley & Tent Sponsors (4) \$3,000 - \$5,999
- Artist Program Sponsor (1) \$2,500 - \$4,999
- Music Stages (2) \$2,500 - \$4,999
- Musicians (6) \$1,500 - \$2,499
- Children's Tent (6) \$1,000 - \$1,499
- Emerging Artist Booth (30) \$450 - \$999
- Friend of the Festival (1k+) \$5-\$500

BIG FOUR BRIDGE ARTS FESTIVAL SPONSORSHIP LEVELS

FESTIVAL FRIENDS



Unlimited Opportunities open to all from \$5 to \$500

Support the arts with us at any level and receive a note of recognition on our website up to 120 characters and a shout out on social media.



EMERGING ARTIST BOOTHS

Sponsor one of our 30 emerging artists for \$450

Cover the cost of booth and tent rental for an Emerging artist and receive recognition with the artist on-site and online.



CHILDREN'S TENT ACTIVITIES

Sponsor one of 6 activity booths in our Children & Families hands on art area.

Cover the cost of a family friendly art activity and receive recognition on-site and online as well as in news & media opportunities.



MUSICIANS AND MUSIC STAGES

Cover the cost of hosting one of our 6 musicians or one of our 2 stages.

Sponsors receive recognition on-site, online, in news & media as well as opportunities to present musicians & speak on stage during the event.

TOP LEVEL SPONSORS

Top level sponsors receive all of the benefits previously noted – coordinated recognition on-site, online, in news & media as well as opportunities to speak and present artists & curators on stage.

Top level sponsorship also includes a 10x10 or 10x20 booth space at the festival with custom site banners, a dedicated sponsor page on the website and regular recognition on social media accompanied by a post-event recap report on audience and reach.

TOP LEVEL SPONSORS

TOP LEVEL BENEFITS

Presenting Sponsor

Custom inclusion in title and logo with primary recognition on all media including exhibition space at the event entrance.

Plus:

- Activity Sponsor
- Artist Program Sponsor
- Trolley Sponsor
- Dining Tent Sponsor
- Hospitality Tent Sponsor
- VIP & Artist Tent Sponsor

- VIP parking passes & tables
- Logo inclusion on all banners
- Dedicated website sponsor page with back links
- Regular posts on social media: Facebook, Instagram, Twitter, Google Maps & Event listings
- Custom hashtag sharing
- Large logo recognition in Festival recap video
- Logo Inclusion on official Poster
- Full page ad in artist program
- Recognition in Festival Guide
- Usage rights to marks and media
- Exclusive Gala opening tickets
- 10x10 or 10x20 festival booth space
- Stage time between artists
- Recognition on volunteer shirts
- Inclusion in Press Release
- Logo placement on maps
- Inclusion in artist invitations
- Speaking or message sharing by MC during event and Gala
- Logo placement on stage or podium
- Logo inclusion in way-finding



SPONSOR EMERGING ARTIST PROGRAM

Support a local artist by offsetting the cost of getting started in the art world and attending a nationally recognized arts festival. All proceeds go to the emerging artist program.