

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

Be part of Louisville's hot creative community

Meltwater estimated 7.8M dollars in potential earned media reach.



SOCIAL REACH

Over 10K Facebook Followers and 16K Emails Sent!

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

SPONSOR BENEFITS

FESTIVAL BOOTH



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

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

HIGH VISIBILITY EVENT



Join the Local Art and Social Scene

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

Join the festival and add to the fun.

Sponsor a Musician on the Music Stage \$400.00

Sponsor a Hands-on Art Activity \$400.00

Sponsor an Emerging Artist \$250.00

Sponsor an Animal at the Petting Zoo \$100.00

BIG FOUR BRIDGE ARTS FESTIVAL SPONSORSHIP LEVELS

FESTIVAL FRIENDS



Our high-traffic website offers great reach to locals and visitors, as well as a do-follow website link.

Support the arts with us at any level and receive a note of recognition on our website up to 120 characters and a link back to your website.

EMERGING ARTIST BOOTHS



Sponsor one of our emerging artists

Cover the cost of booth and tent rental for an emerging artist and bring new art to the community, as well as build a great relationship with a local artist and influencer.

FAMILY ART ACTIVITIES



Sponsor an activity booths in our Children's & Families hands on art area.

Cover the cost of a family-friendly art activity and connect with our attendees while they have fun and make new art. It makes a great first impression.

MUSICIANS AND MUSIC STAGE



Cover the cost of hosting one of our great musicians on the music stages.

Sponsors receive recognition on-site, online, and at the music stage. Bring a little Bluegrass to the waterfront and vibe with local music fans.

TOP LEVEL SPONSORS

Top-level sponsors have an opportunity to reserve a 10x10 or 10x20 booth space at the festival with signage, a dedicated sponsor link on the website, and recognition on social media.

Sponsorship openings are limited, so reserve your opportunities today!