



CENTERFEST SPONSORSHIP OPPORTUNITIES

Now in its 42nd year, CenterFest 2016 will be the largest arts and community festival in Durham and the longest-running street arts festival in North Carolina. CenterFest showcases 140 juried visual artists from across the U.S. and 600 performing artists from North Carolina, plus great food, continuous music and entertainment, and fun, educational activities for kids and families. **CenterFest is now ranked in the “Top 100 Fine Arts Festivals in the United States,” by Sunshine Artist Magazine.**

Durham, North Carolina, is ranked as the top Creative Community in North Carolina according to the Creative Vitality Index™ and CenterFest, located in downtown Durham, will be surrounded by art galleries, restaurants, shops and creative entrepreneurs - a perfect setting for an event that will bring an estimated **30,000 visitors** over the weekend of **September 17th and 18th, 2016**. This year, our media partnerships will bring an estimated \$120,000 in advertising to promote the festival and our sponsors. **We invite you to join the team of CenterFest Sponsors that are creating a great event for Durham and a great visibility and marketing opportunity for you!**

The Durham Arts Council is a non-profit organization whose mission is to promote excellence in and access to the creation, experience, and active support of the arts for all the people of our community and this is our biggest annual event! We look forward to working with you on a sponsorship proposal that meets your marketing goals. Call **Margaret DeMott at the DAC at (919) 560-2720** or email mdemott@durhamarts.org to find out more about these sponsorship opportunities.

CENTERFEST 2016 SPONSOR LEVELS:

PRESENTING

\$20,000 CASH (30,000 IN-KIND or Combination)

Presenting Sponsor Benefits:

- Tie your name to CenterFest as the host and presenting sponsor.
- Sponsor naming rights/signage for the Main Stage or your choice of five festival venues/stages.
- Optional Promotional/Vendor Booth onsite in premium location (must be present both days of festival).
- Opportunity for product sampling and sales in designated areas – including at your booth.
- Full Page Ad in Official CenterFest Festival Program – 50,000 distributions in Herald-Sun and on site.
- Company Logo & Presenting Sponsor status on all pre-event and post-event print materials (poster, postcards, etc.) as well as inclusion in print advertising.
- Logo on event t-shirt as Presenting Sponsor
- VIP Stage passes for 6, VIP Benefits for 20 employees/clients: VIP Gate Passes, T-shirts, food tickets, VIP parking passes.
- May hang Company banner at all 5 entrances to festival.
- Sponsor Company Logo on DAC CenterFest website with link to your website or Facebook.
- Facebook and Twitter postings recognizing your support.
- Inclusion in all E-marketing campaigns with logo, weblink or Facebook link.
- Logo & company info in Official CenterFest Guide - 50,000 inserted in The Herald-Sun and on-site.
- Recognition in Radio/TV ads in weeks prior to Festival.
- Rotating Stage Announcements recognizing your support. Opportunity for company representative to make stage presentation.
- Inclusion in all E-marketing campaigns with logo, weblink or Facebook link.
- Ability to use “Official Sponsor of CenterFest Arts Festival” in company advertising
- And: **Category Exclusivity.**

PLATINUM

\$10,000 CASH (15,000 IN-KIND or Combination)

Platinum Sponsor Benefits:

- Sponsor naming rights/signage for one of five festival venues/stages (not including Main Stage).
- Optional Promotional/Vendor Booth onsite in premium location (must be present both days of festival).
- Opportunity for product sampling and sales in designated areas including your promotional booth.
- Half-Page Ad in Official CenterFest Festival Program. 50,000 distributions in Herald-Sun and on site.
- Company Logo on all pre-event and post-event print materials - poster, postcards - as well as inclusion in print advertising.
- Logo on event t-shirt as Platinum Sponsor.
- VIP Benefits for 12 employees/clients: VIP Gate Passes, T-shirts, food tickets, VIP parking passes.
- May hang Company banner at 3 entrances to festival.
- Sponsor Company Logo on DAC CenterFest website with link to your website or Facebook.
- Facebook and Twitter postings recognizing your support.
- Inclusion in all E-marketing campaigns with logo, weblink or Facebook link.
- Logo & company info in Official CenterFest Guide - 50,000 inserted in The Herald-Sun and on-site.
- Rotating Stage Announcements recognizing your support. Opportunity for company representative to make stage presentation.
- Inclusion in all E-marketing campaigns with logo, weblink or Facebook link.
- Ability to use “Official Sponsor of CenterFest Arts Festival” in company advertising
- And: **Category Exclusivity.**

GOLD SPONSOR

\$5,000 CASH (7,500 In-Kind/Cash Combination)

Gold Sponsor Benefits:

- Optional Promotional/Vendor Booth onsite in premium location (must be present both days of festival).
- Opportunity for product sampling and sales in designated areas – including at your booth.

- Quarter-Page Ad in Official CenterFest Festival Program. 50,000 distribution in Herald-Sun and on site.
- Logo on all pre-event and post-event print materials (poster, postcards, etc.) as well as inclusion in selected print advertising.
- Company Logo on all festival print materials - poster, postcards - as well as inclusion in print advertising.
- Logo on event t-shirt.
- Logo & company info in Official CenterFest Guide - 50,000 inserted in The Herald-Sun and on-site.
- Company Logo on DAC CenterFest website with link to your website or Facebook.
- Facebook and Twitter postings recognizing your support.
- Inclusion in all E-marketing campaigns with logo, weblink or Facebook link.
- Rotating Stage Announcements recognizing your support.
- May hang Company banner at 2 entrances to festival.
- VIP Benefits for 10 employees/clients: VIP Gate Passes, T-shirts, food tickets, VIP parking passes.
- Ability to use "Official Sponsor of CenterFest Arts Festival" in company advertising

PALLADIUM

\$3,000 CASH (4,500 In-Kind/Cash

Combination \$2,000 Minimum Cash for single vendor booth and product sampling and sales)

Palladium Sponsor Benefits:

- Optional Promotional/Vendor Booth onsite (must be present both days of festival). Single booth 10x10.
- Opportunity for product sampling and sales in designated areas – including at your booth.
- 1/8 page ad in Official CenterFest Festival Program. 50,000 inserted in Herald-Sun and on site.
- Logo & company listing in Official CenterFest Guide - 50,000 inserted in The Herald-Sun and on-site.
- May hang Company banner at 2 entrances to festival.
- Rotating Stage Announcements recognizing your support.
- Company Logo on DAC CenterFest website with link to your website or Facebook.
- VIP Benefits for 8 employees/clients: VIP Gate Passes, T-shirts, food tickets, VIP parking passes.
- Ability to use "Official Sponsor of CenterFest Arts Festival" in company advertising

SILVER

\$1,500 CASH (2,250 In-Kind/Cash Combination

\$1,000 Minimum Cash for single vendor booth)

Silver Sponsor Benefits:

- Optional Promotional/Vendor Booth onsite (must be present both days of festival). Single booth 10x10.
- Logo & company listing in Official CenterFest Guide - 50,000 inserted in The Herald-Sun and on-site.
- May hang Company banner at 2 entrances to festival.
- Rotating Stage Announcements recognizing your support.
- Sponsor Company Logo on DAC CenterFest website with link to your website or Facebook.
- VIP Benefits for 6 employees/clients: VIP Gate Passes, T-shirts, food tickets, VIP parking passes.
- Ability to use "Official Sponsor of CenterFest Arts Festival" in company advertising

BRONZE

\$500 CASH (\$750 IN-KIND or Combination)

- Logo & company listing in Official CenterFest Guide - 50,000 inserted in The Herald-Sun and on-site.
- A company banner displayed at festival.
- Sponsor Logo/Link on DAC CenterFest website.
- VIP Benefits for 4 employees/clients: VIP Gate Passes, T-shirts, food tickets, VIP parking passes.

BUSINESS PARTNERS

\$175 CASH (no In Kind)

This category applies to restaurants, clubs and retail stores located inside and adjacent to the Festival footprint on Main, Chapel Hill, Morris, Market, Corcoran, Parrish Streets.

- Rights to set up vending booth outside their storefront to sell – only goods normally sold in their establishment. Business may not vend ANY beverages or alcohol outside.
- Logo & company listing in Official CenterFest Guide - 50,000 inserted in The Herald-Sun and on-site.
- Sponsor Logo/Link on DAC CenterFest website.
- Included in “Enjoy downtown Durham” social media campaign for CenterFest.
- VIP Benefits for 2 employees/clients: VIP Gate Passes, T-shirts, food tickets, VIP parking passes.
- Exhibiting business required to promote CenterFest on their website, e-newsletter, social media and post CenterFest poster/signage in their establishments in weeks leading up to event.