

EXCLUSIVE SPONSORSHIP OPPORTUNITIES



2024 Decatur **ARTS** FESTIVAL

FIRST WEEKEND IN MAY

Saturday, May 4 • 10 am to 6 pm

Sunday, May 5 • 11 am to 5 pm

Experience the arts in and around Decatur's vibrant and historic downtown square. Named a Top 20 Event by the Southeast Tourism Society for 16 years running!

For more information contact:

MixIt Marketing

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ACTIVITIES SCHEDULE AND FESTIVAL ASSETS

**A full month of fun . . . and
sponsor opportunity!**

Poster Unveiling March 26
Downtown Decatur ArtWalk May 3
Kid's Festival May 4
Artists Market May 4-5
Theater and Literary Arts May 4-5
Performing Arts Stage May 4-5
New Dance May 4-5

And introducing. . .

Decatur Children's Book Festival: May 4-5

FESTIVAL OVERVIEW

On the first full weekend of May, downtown Decatur comes alive with fine art and culture, activities for kids, delicious food and drink, and live performances – you don't want to miss the Decatur Arts Festival 2024!

The festival is a signature event in metro Atlanta and attracts about 50,000 attendees over two days.

The juried artist market features some of the best art you'll find in the area, with more than 140 booths to browse. The festival offers a unique, fun, and powerful opportunity to directly interact with tens of thousands of affluent consumers from across Decatur and other in-town Atlanta neighborhoods.

We work to create true value for our sponsors and can customize on-site activation options and benefits to meet your budget and marketing objectives.

If you are ready to:

- promote your product or service
- increase brand awareness
- sample or coupon to consumers
- collect customer leads
- engage with your target consumer

. . . you can bet the 2024 Decatur Arts Festival will deliver all this and more!



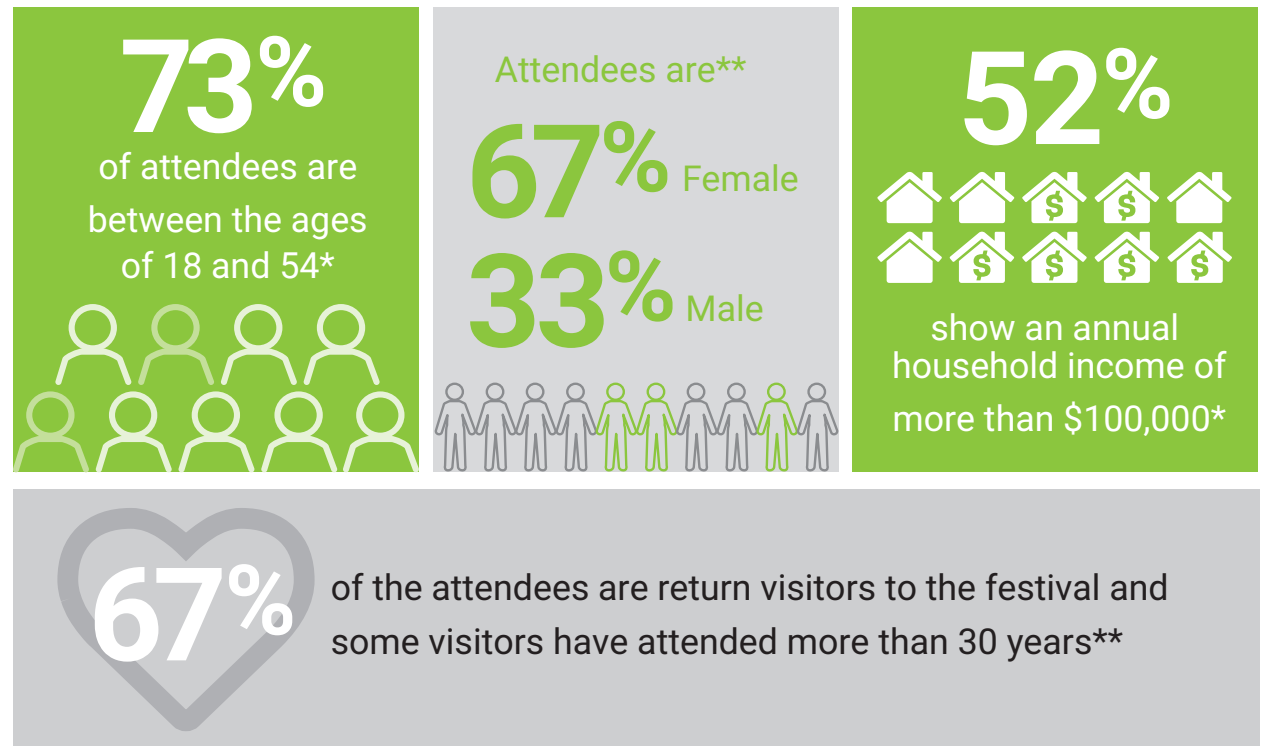
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FESTIVAL ATTENDEE DEMOGRAPHIC OVERVIEW

The City of Decatur and Oakhurst Village are two of the most quickly growing areas of metro Atlanta. Residential construction is booming, award-winning chef-driven restaurants are the norm, and a full calendar of community-focused events make this a place everyone wants to be.

Recent Attendee Data



*2023 data captured by Placer.ai technology

**2021 data collected via survey

Sponsorship Overview

The Decatur Arts Festival offers many special events and assets to sponsors who wish to “own” their own piece of the fun! Here are some of the prominent opportunities and a way you can maximize your participation and exposure.

Sponsorship fee includes benefits exclusive to sponsor for asset listed.

Other festival-wide sponsorship benefits, including on-site display space, promotional inclusion, social media/web inclusion, media inclusion, etc. can be negotiated into customized packages.



FESTIVAL ASSETS

Artists Market • \$7,500

Featuring around 130 artists selected through a competitive jury process, the market occupies the main streets of downtown Decatur for two days, and more than 50,000 art lovers visit to make a weekend of art shopping.

Music Stage • \$7,500

Throughout the festival weekend the Community Bandstand becomes our focal point for music, dance, and cultural arts performances, and a landmark for all festival attendees as they enjoy the shows and other festival events.

Festival Poster Unveiling Event • \$4,500

Hundreds of attendees gather for a first look at the new poster, greet the artist, and have their collectable posters signed in a casual, fun and festive setting. Light food and beverages are served and it's free to the public. *The 2024 event will take place at Decatur Glassblowing.

ArtWalk • \$4,500

Held on the Friday evening before the Arts Festival, the ArtWalk attracts people from all over metropolitan Atlanta to galleries and retail shops in downtown Decatur with artwork on view and special offers. Live street performances and a preview of the fun to come over the weekend round out an enjoyable evening in our walkable downtown.

Decatur Children's Book Festival • \$4,500

In its inaugural year, the Decatur Children's Book Festival is presented in conjunction . In addition to a street market, esteemed authors for children and teen literature will be on-site Friday to Sunday for author talks and book signings at the Decatur Recreation Center and The Chapel on Sycamore.



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FESTIVAL ASSETS (CONTINUED)

Kids Festival • \$4,500

This Saturday-only mini festival features hands-on art projects, music, performances, inflatables and much more, held at the Recreation Center, just steps away from the downtown square.

New Dance • \$4,500

With performances curated by Beacon Dance on Saturday and Sunday, the New Dance program features exciting new works by local and national choreographers, presented in the Historic Dekalb Courthouse on the Decatur Square.

Performing Arts Tent • \$4,500

The place to find theatre performances, poetry, acoustic music, puppets, and more, this central spot next to the Decatur Square engages audiences of all ages throughout the festival weekend.

LOL Tent • \$4,500

Who doesn't love a good laugh? Festival goers can enjoy short sets from local comedians on Saturday and Sunday - and share what makes them smile during the "Open Mic" segment.

Information Tent • \$4,500

A central source of information and “home base” for many festival attendees, strategically located on the downtown plaza, it’s a place where all festival questions are answered and your brand can shine. Thousands of people visit the highly visible information tent – make sure you’re a part of it!





PRESENTING SPONSOR • \$25,000

- Every time the Decatur Arts Festival is mentioned, your company or brand is mentioned too (Decatur Arts Festival presented by "your company").
- Co-branded festival logo incorporating festival creative and your company logo
- Category exclusivity and first right of refusal for 2025 festival
- On-site activation up to 30 x 20 or equivalent square footage (includes four 10 x 10 tents or one 20 x 20 tent, if requested, and up to four lines of standard power)
- Logo inclusion on all festival marketing collateral – poster, T-shirt, online event listings, etc.
- Leaderboard banner ad on festival website at decaturartsfestival.com
- A minimum of three social media mentions – sponsor to provide approved copy and imagery for mentions
- Inclusion in opt-in e-newsletter (10,000+ subscribers)
- A minimum of three performance stage sponsor mentions each day, Saturday and Sunday
- Logo inclusion on all contracted print promotional advertisements
- Sponsor mentions in select radio promotional advertisements
- Opportunity to display up to three company banners
- Prominent sponsor inclusion on sponsor thank-you banner
- Name inclusion in all festival press releases, listed as presenting sponsor
- Sponsor logo and link featured on Decatur Arts Festival website
- A one-year corporate membership in the Decatur Arts Alliance
- Access to reserved parking area





LEAD SPONSOR • \$15,000

- Category exclusivity and first right of refusal for 2025 festival
- On-site activation up to 20 x 20 or equivalent square footage (includes two 10 x 10 tents, if requested, and two lines of standard power)
- Opportunity to name and/or “own” one festival asset or special event
- Logo inclusion on all festival marketing collateral – poster, T-shirt, online event listings, etc.
- Footer banner ad on festival website at decaturartsfestival.com
- A minimum of two social media mentions – sponsor to provide approved copy and imagery for mentions
- Inclusion in opt-in e-newsletter (10,000+ subscribers)
- A minimum of two performance stage sponsor mentions each day, Saturday and Sunday
- Logo inclusion on all contracted print promotional advertisements
- Sponsor mentions in radio promotional advertisements
- Opportunity to display up to two company banners
- Sponsor inclusion on sponsor thank-you banner
- Name inclusion in all festival press releases
- Sponsor logo and link featured on Decatur Arts Festival website
- A one-year corporate membership in the Decatur Arts Alliance
- Access to VIP/sponsor hospitality area
- Access to reserved parking area



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SUSTAINING SPONSOR • \$7,500

- On-site activation up to 10 x 20 or equivalent square footage (includes two 10 x 10 tents, if requested, and one line of standard power)
- Logo on all festival marketing collateral – poster, T-shirt, online event listings, etc.
- Sidebar banner ad on festival website at decatursfestival.com
- One social media mention (minimum) – sponsor provides approved copy and imagery for mentions
- Inclusion in opt-in e-newsletter (10,000 subscribers)
- A minimum of one performance stage sponsor mention each day, Saturday and Sunday
- Logo inclusion on all contracted print promotional advertisements
- Opportunity to display up to one company banner
- Sponsor inclusion on sponsor thank-you banner
- Sponsor logo and link featured on Decatur Arts Festival website



CONTRIBUTING SPONSOR • \$3,500

- On-site activation up to 10 x 20 or equivalent square footage (includes one line of standard power)
- Logo on all festival marketing collateral – poster, T-shirt, online event listings, etc.
- One social media mention (minimum) – sponsor provides approved copy and imagery for mentions
- Sponsor inclusion on sponsor thank-you banner
- Sponsor logo and link featured on Decatur Arts Festival website

ON-SITE FESTIVAL PARTNER • \$2,000

- On-site activation up to 10 x 10 or equivalent square footage
- Sponsor logo and link featured on Decatur Arts Festival website

READY TO GET STARTED?

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