



# 2020 St. Charles Fine Art Show



## 2019 Demographics

- 30,000+ Attendees
- 127 Artists & Chalk Artists
- 60+ Volunteers
- 125+ Took part in the Purchase Program
- 2,000 Posters & Rack Cards passed out to businesses & sponsors
- 40,000 Cars per day see the 12 Main Street promotional parade banners with Presenting and Gold Sponsor logos
- 2,331,695 Impressions from online ads alone
- 176,749 impressions on social media alone

| Presenting Sponsor  | \$7,500 |
|---|---------|
| <ul style="list-style-type: none"> <li>• Logo prominently displayed on up to 6 Main Street Promotional Fine Art Show banners for up to 4 weeks prior to the show, with a reach of more than 40,000 cars per day</li> <li>• Exclusive Artist Reception presented by your business for your clients the Friday evening before the show</li> <li>• Two dedicated social media posts featuring your company with over 16,000 followers on Facebook</li> <li>• Concrete logo stickers throughout the show</li> <li>• Step &amp; repeat banner at Fine Art Show for photo opportunities</li> <li>• Company name or logo on a large banner at each entrance to the Fine Art Show</li> <li>• Logo placement on marketing posters, event schedule/brochure and online communications</li> <li>• Logo placement in all Fine Art Show advertising including print, newspaper and magazine ads</li> <li>• Prominent logo placement with hotlink on the Alliance’s website</li> <li>• Company name mention in all press releases distributed to all local and regional media and the Alliance’s bi-monthly E-Newsletter emailed to over 4,000 subscribers</li> <li>• Company name in “thank you” ad</li> </ul> |         |
| Platinum Level Sponsor (2 Available)  | \$4,000 |
| <ul style="list-style-type: none"> <li>• Logo displayed on up to 3 Main Street promotional Fine Art Show banners for up to 4 weeks prior to the show, with a reach of more than 40,000 cars per day</li> <li>• One social media posts featuring your company with over 16,000 followers on Facebook</li> <li>• Business name or logo displayed on sponsored element</li> <li>• Shared logo placement on a large banner at each entrance to the Fine Art Show</li> <li>• Logo placement on marketing posters, event schedule/brochure and some online communications</li> <li>• Logo placement in some Fine Art Show advertising including print, newspaper and magazine ads</li> <li>• Logo placement with hotlink on the Alliance’s website</li> <li>• Company name mention in press release distributed to all local and regional media and the Alliance’s bi-monthly E-Newsletter emailed to over 4,000 subscribers</li> <li>• Company name in “thank you” ad</li> </ul>   |         |
| Gold Level Sponsor (4 Available)  | \$2,500 |
| <ul style="list-style-type: none"> <li>• Logo displayed on one Main Street promotional Fine Art Show banners for up to 4 weeks prior to the show, with a reach of more than 40,000 cars per day</li> <li>• One social media posts featuring your company with over 16,000 followers on Facebook</li> <li>• Business name or logo displayed on sponsored element</li> <li>• Shared logo placement on a large banner at each entrance to the Fine Art Show</li> <li>• Logo placement on marketing posters, event schedule/brochure and some online communications</li> <li>• Logo placement in some Fine Art Show advertising including print, newspaper and magazine ads</li> <li>• Logo placement with hotlink on the Alliance’s website</li> <li>• Company name mention in press release distributed to all local and regional media and the Alliance’s bi-monthly E-Newsletter emailed to over 4,000 subscribers</li> <li>• Company name in “thank you” ad</li> </ul>   |         |

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|--|----------------|
| <b>Silver Level Sponsor (2 Available)</b>  | <b>\$1,500</b> |
| <ul style="list-style-type: none"> <li>• Business name or logo displayed on sponsored element</li> <li>• Logo placement in some Paint the Pavement advertising</li> <li>• Logo placement with hotlink on the Alliance’s website</li> <li>• Company name mention in press release distributed to all local and regional media and the Alliance’s bi-monthly E-Newsletter emailed to over 4,000 subscribers</li> <li>• Company name in “thank you” ad</li> </ul> |                |

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|--|--------------|
| <b>Bronze Level Sponsor (15 Available)</b>   | <b>\$350</b> |
| <ul style="list-style-type: none"> <li>• Business name or logo displayed on sponsored element</li> </ul> |              |

## Sponsorship Opportunities

The St. Charles Fine Art Show, hosted annually in Downtown St. Charles is celebrating its 22<sup>nd</sup> Anniversary this year. The Fine Art Show features:

- Creative and original works of art, including sculpture, painting, photography, jewelry, multimedia compositions and more
- Highly competitive juried art, with over 300 applications from which an esteemed panel of judges selects 100 of the best artists, locally and nationally
- A feature tent with interactive art activities for all ages
- Paint the Pavement – Chalk Art Festival
- Live music to be heard throughout the show

The Fine Art Show kicks off Memorial Day Weekend, May 23 & 24 on Riverside Avenue between Main Street and Illinois Avenue.

## Presenting Sponsor

The St. Charles Fine Art Show Presenting Sponsor receives the highest level of visibility in all marketing, communications and advertising for this event. There is an extensive advertising plan in place to market the Fine Art Show in not only local media but all over the Chicagoland area. Media buy ins includes NBC Chicago, XRT Radio, Chicago Tribune, Daily Herald, Kane County Chronicle, Google Ads and various others.

## Platinum Sponsorship Opportunities



### Historic Trolley Ride Sponsor

The historic trolley sponsor receives constant visibility with two banners with your business name or logo on the trolley. The trolley transports Fine Art Show visitors round downtown, where docents point out many historic highlights of downtown as its riders enjoy the 30-minute tour.



### Paint the Pavement Featured Sponsor

In its inaugural year, this chalk art festival brought a lot of attention to 1<sup>st</sup> Street. With over 10 professional chalk artists this event will continue to grow and grab the attention of the individuals of all ages. This sponsorship includes these additional benefits:

- Concrete stickers with logo for extra exposure
- A dedicated chalk artist to create a work of art that represents your business
- Opportunity for sampling or product/service display



## Gold Sponsorship Opportunities



### Feature Tent Sponsor

The highly visible Feature Tent attracts art show patrons of all ages as they watch live demonstrations. The Feature Tent has interactive art focused activities that draw attention to your business.



### Volunteer Sponsor

The volunteer sponsor receives recognition among over 75 engaged community members and art enthusiasts at the Fine Art Show throughout the weekend. You will have high visibility with volunteers and patrons alike.



### Live Music Entertainment Sponsor

The musical entertainment sponsor receives recognition the entire weekend with 8 live performances by some of the area's best musicians. The musicians will be on a stage with seating for patrons to enjoy. The music can also be heard throughout most of the show.



### Purchase Program Sponsor

The purchase program sponsor receives a special tent and tent placement at the show, exclusively for patron's that spend a minimum of \$250 at the Fine Art Show. Patrons can unwind and relax in the tent while your logo and presence is around them.



### Kid's Activity Tent

The Kid's Activity Tent attracts families all show long. This tent as an interactive tent, where children can participate first hand in creating their very own piece of art.

## Silver Sponsorship Opportunities



### Paint the Pavement Silver Sponsors (2 Available)

You will be sponsoring the hiring of professional chalk artists to create a masterpiece live all weekend long. Your name or logo will be on a concrete sticker the entire weekend at Paint the Pavement.

## Bronze Sponsorship Opportunities



### Chalk Artist Sponsor (15 Available)

Have you always dreamed of having a chalk artist create something that represents your business? Well, now that can happen. For \$300 you will be matched with a chalk artist that knows what your business is/does and will create a piece of art to represent it. In addition, your name or logo will be on a concrete sticker the entire weekend next to your chalk art square.



### Best of Show Sponsor

Each year, every artist can win Best of Show. As the Best of Show Sponsors, you will be able to be present to hand out the award with your logo on it as well as a concrete sticker of your logo to be placed in