



May 31-June 1, 2008

Sponsorship Packages

Georgetown's Art In The Park is a juried fine art festival featuring 200 national and regional artists selling their original creations. Artists' works are displayed under the large oak trees along the river in San Gabriel Park. Art In The Park is part of the summer Festival of the Arts celebration going into its 4th year.

Total Media & Marketing Impact

The promotional media campaign is valued at more than \$70,000. The print, radio and television campaign is planned to cover the Central Texas area. Sponsor recognition will be on promotional materials.

Demographics

Georgetown is the county seat of Williamson County, one of the fastest growing counties in the nation. Williamson County has 1,122.8 square miles of land area with a population density of 297 per square mile. In the last three decades its population grew by 570% with an estimated population of 333,457 in 2005. Georgetown is an educated town with more than 10% of the population holding graduate degrees and 53% of the population having some college experience. More than 50% of the population is 40 years old or older with household incomes of \$60,000 or more.

Community Impact

This festival is an opportunity to increase Georgetown's reputation for culture and the celebration of the visual as well as the performing arts, bringing families of Central Texas an annual art tradition to be enjoyed for years to come. In addition, it showcases Georgetown businesses, shops and restaurants to an audience reaching beyond our community.

Show Structure

Through a highly competitive juried process, 200 national fine artists are chosen to display in this year's festival. Their work represents a broad spectrum of media and expression including painting, watercolor, metal, woodworking, mixed media and photography. Prices for the art can range from ten dollars to thousands of dollars.

The Festival appeals to a variety of tastes and senses.

Live entertainment is showcased on the Main Stage. Art patrons can relax at the Café Artiste and enjoy delicious food and drink while being entertained by a variety of musical performances.

2008 Sponsorship Packages

\$50,000 Georgetown's Festival of the Arts Underwriter (1 available)

Recognition in all electronic media (radio, TV, internet) as well as all printed materials as "Georgetown's Festival of the Arts underwritten by"

- Custom Designed Art Educational Outreach Project with underwriter as sole benefactor
- Presenting sponsor of the VIP Hospitality Tent
- Stage Signage at Main Stage and Workshop Stage
- Daily highly visible presentation performance on Main Stage presented by underwriter
- Live Thank You recognition from stages
- Participation in Artist Awards Ceremony on Main Stage Sunday
- 10' x 20' tent with table and chairs at Art In The Park
- Exposure on event website www.gtownfestival.com
- Full page, four-color inside front cover of Festival of the Arts Program
- Half page ad in Art In The Park Artist Directory
- On-site signage at all gates
- Framed Festival commemorative poster signed by artist
- 20 tickets to all Mendelssohn concerts and symposia
- Sponsor recognition in all music venues
- 8 invitations VIP Party
- 200 tickets to Art In The Park
- 50 VIP passes

\$25,000 Presenting Sponsor of Georgetown's Art In The Park (2 available)

Recognition in all electronic media (radio, TV, internet) as well as all printed materials as "Georgetown's Art In The Park presented by"

- Exclusive presentation of the Main Stage or Workshop Stage
- Stage Signage at either Main Stage or Workshop Stage
- Daily highly visible presentation performance on Main Stage presented by sponsor
- Live Thank You recognition from both stages

- Participation in Artist Awards Ceremony on Main Stage Sunday
- 10' x 20' tent with table and chairs at Art In The Park
- Exposure on event website www.gtownfestival.com
- Half page, four-color ad in Festival of the Arts Program
- Quarter page ad in Art In The Park Artist Directory
- On-site signage at all gates
- Framed Festival commemorative poster signed by artist
- 10 tickets to all Mendelssohn concerts and symposia
- 4 invitations to VIP Party
- 100 tickets to Art In The Park
- 25 VIP passes

\$15,000 Presentation Sponsor of Festival Printing & Program

The Festival print sponsorship is very important to the event. The sponsorship covers the costs of printing for the Festival. The official print sponsor will receive the following:

- Full page inside back cover of Festival of the Arts Program
- Prominent placement of logo on front cover of the Art In The Park Artist Directory
- Live Thank You recognition from both stages
- Logo prominently displayed at Main stage
- Participation in Artist Awards Ceremony on Main Stage Sunday
- 10' x20' tent with table and chairs at Art In The Park
- Exposure on event website www.gtownfestival.com
- Full page, four-color back cover of the Art In The Park Artist Directory
- On-site signage at all gates
- Logo on all "you are here" maps (6 on site)
- Framed Festival commemorative poster signed by artist
- 6 tickets to all Mendelssohn concerts and symposia
- 4 invitations to VIP Party
- Sponsor recognition in all music venues
- 50 tickets to Art In The Park
- 20 VIP passes

\$5,000 Sponsorship of Kids Create – Interactive Art Activities For Children

“Kids Create” offers hands-on, interactive workshops that encourage children and their families to discover artists, materials and techniques. Children under 12 are admitted free to Art in the Park.

- Recognition in promotional print materials
- Live Thank You recognition from both stages
- Logo prominently displayed at Kids Create
- Participation in Artist Awards Ceremony on Main Stage Sunday
- 10' x 10' tent with table and chairs adjacent to Kids Create
- Exposure on event website www.gtownfestival.com
- Quarter page four-color ad in Festival of the Arts Program
- Logo and activity listing in Artist Directory
- On-site signage at all gates
- Framed Festival commemorative poster signed by artist
- 2 invitations to VIP Party
- 20 tickets to Art In The Park
- 6 VIP passes

\$5,000 Sponsorship of Workshop Stage

The Workshop Stage offers a continuous schedule of educational presentations, demonstrations, and hands-on activities for adults. Subjects include dance, music, theater, visual arts and culinary arts.

- Recognition in promotional print materials
- Live Thank You recognition from both stages
- Logo prominently displayed at the Workshop Stage
- Participation in Artist Awards Ceremony on Main Stage Sunday
- 10' x 10' tent with table and chairs adjacent to the Workshop Stage
- Exposure on event website www.gtownfestival.com
- Quarter page four-color ad in Festival of the Arts Program
- Logo and activities listed in Artist Directory
- On-site signage at all gates
- Framed Festival commemorative poster signed by artist

- 2 invitations to VIP Party
- 20 tickets to Art In The Park
- 6 VIP passes

\$3,000 Festival Sampling Sponsorship

- Recognition in promotional print materials
- Right to distribute products and samples to patrons
- Live Thank You from Main Stage
- 10' x 20' tent with table and chairs
- Exposure on event website www.gtownfestival.com
- Logo and activity listing in Artist Directory
- Festival commemorative poster signed by artist
- 2 invitations to VIP Party
- 6 tickets to Art In The Park
- 2 VIP passes

\$3,000 Festival Sponsorship

- Recognition in promotional print materials
- Live Thank You from Main Stage
- 10' x 10' tent with table and chairs
- Exposure on event website www.gtownfestival.com
- Logo in Artist Directory
- Festival commemorative poster signed by artist
- 2 invitations to VIP Party
- 6 tickets to Art In The Park
- 2 VIP passes