

festivALL



Sponsorship Proposal

Summer & Fall 2023



Greetings!

FestivALL returns for its 19th season of turning our city into a work of art June 9 - 18th with FestiFALL returning in October 2023.

FestivALL started as a way to bring the arts together for a celebration of local, regional, national and international arts - primarily focusing on music, theater, art and dance - and has grown into a 10-day festival with an estimated \$1.8 million economic impact in the City of Charleston.

Favorite events like the Capitol Street Art Fair, Children's Art Fair, Wine & Jazz, and Dance FestivALL bring thousands of people to shop, dine, stay and play in our Capital City.

We thank you for taking the time to review our sponsorship offerings and encourage you to help us bring the arts to thousands of residents and visitors while supporting artists.

Because of supporters like you, we were able to offer 68% of our summer 2022 and 70% of our fall 2022 programming at no cost - allowing more folks to become engaged with our community and embrace the arts.

Please let us know how we can assist you in becoming a FestivALL partner today!

Thank you,

Mackenzie Spencer
Executive Director, FestivALL Charleston





"Stories from Festivall

"Art-for-FALL opens up so many doors to me. I create art because it is something I love to do, but when I get to share my art I feel connected to the world. I feel like a representative for so many kids out there, who are just pursuing their aspirations, no matter what anyone else says. I feel acknowledged and inspired to keep on going. "



-Jocelyn Baker, 12th Grade
1st place winner of Art-for-FALL
Teen Juried Art Exhibition

"When the doors were opened and we saw the theater, I was so overcome with emotions I started to cry, to watch the excitement on my family's faces was so beautiful and we felt loved."

-Gloria Robinson
Ticket Town Participant



"I love FestivALL because it's all for the arts. It's all about the artists. I was able to focus on my art and my business and didn't have to worry about anything. Everything was so well communicated, the venue is beautiful, the support is outstanding and the networking is so encouraging. FestivALL has reignited my love for art and I couldn't be more thankful and appreciative. I feel so lucky to get to participate! "

-Caitlin Clawson
Artist, and owner of Cat and Crow Studios



Annual Economic Impact

**\$1.8
MILLION**

30,000+

Annual Attendance

68%

Free Programming

ATTENDEES FROM

20

DIFFERENT
STATES IN 2022

Top Ten Visiting States

1. Ohio
2. North Carolina
3. Virginia
4. Kentucky
5. Florida
6. Pennsylvania
7. Michigan
8. Indiana
9. Illinois
10. South Carolina

Top Five Out-of-States Metros

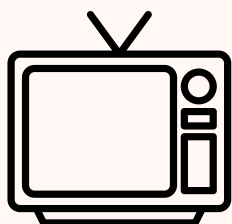
1. Washington, DC
2. Pittsburgh, PA
3. Columbus, OH
4. Charlotte, NC
5. Cleveland-Akron, OH

**35+
VENUES**

**70+
EVENTS**

**1,000+
ARTISTS**

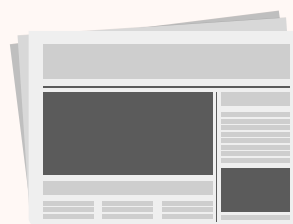
Estimated Media Reach



390,000+
Households.



100,000+
Listeners



Weekday
40,000+
Sunday
65,000+

Title Sponsorships

Only one available per event!



Benefits

- "Event name" presented by "your company" on all materials
- Logo and link on festivalcharleston.com (Over 38,000 unique visitors last year)
- Logo and acknowledgment in event schedule (8,000 distributed in summer; 4,000 in fall)
- Schedules for distribution to your employees or customers
- Right to use the FestivALL logos in your marketing or advertising activities
- Renewal rights for 2024
- Logo & name on social media with hyperlink where applicable
- Space on-site for booth, display, or exhibit
- Guaranteed media mentions in television, print and radio advertising
- Logo on poster and on-site signage
- On-stage mention

Summer 2023

Capitol Street Art Fair
Children's Art Fair
Clay Center Concert
Dance FestivALL

Fall 2023

Harvest Art Fair
An Evening with the WV Dance Company

\$5,000
per event



Platinum Sponsor

\$5,000

- ✦ Logo on poster, website, and social media with hyperlink where applicable
- ✦ Logo in FestivALL or FestivFALL print schedule
- ✦ Name listed with event calendar listings in print and web (you choose 4)
- ✦ Space on site for booth display at an event (you choose 2)
- ✦ Logo on signage on-site throughout length of chosen events.

Gold Sponsor

\$2,500

- ✦ Logo on website and social media with hyperlink where applicable
- ✦ Logo in FestivALL or FestiFALL print schedule
- ✦ Name listed with event calendar listings in print and web (you choose 3)
- ✦ Logo on signage on site throughout length of chosen events.

Silver Sponsor

\$1,000

- ✦ Logo on website and social media with hyperlink where applicable
- ✦ Logo in FestivALL or FestiFALL print schedule
- ✦ Name listed with event calendar listings in print and web (you choose 2)

Bronze Sponsor

\$500

- ✦ Name listed on website and social media
- ✦ Name listed in FestivALL or FestivFALL print schedule
- ✦ Name listed with event calendar listings in print and web (you choose 1)



Create your own package!

Achieve your marketing goals and engage with folks that can support your business by tailoring your sponsorship package to your unique needs. Select our platinum, gold, silver, or bronze package, and choose the events that most align with your marketing and advertising needs.

Still don't see a good fit? We are happy to work with you to ensure you achieve your marketing goals and receive recognition for your investment in the arts in our community.

Summer 2023

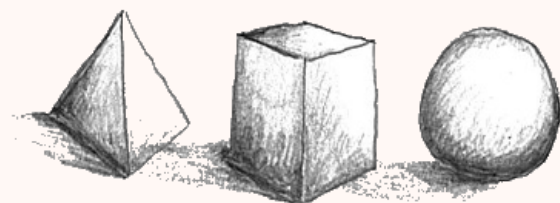
Porch Parade
Carriage Trail Walk
Capitol Street Art Fair
Children's Art Fair
Clay Center Concert
Mayor's Concert at Slack Plaza
Dance FestivALL
Author's Roundtable
Local Theater Package
Local Dance Package

Fall 2023

An Evening with the WV Dance Company
Harvest Art Fair
Carriage Trail Leaf Walk
An Evening with the Poets

More options may be added throughout the year

THREE THINGS



My First. My Favorite. My Future.

This monthly speaker series, produced by Jeff Shirley, presents 3 unique professionals discussing their first, favorite, and future works, revealing a side not often seen by the public. Learn what inspires and drives some of your favorite area professionals that in the past have included Larry Groce, Sandy Wells, Bob Thompson, George Manahan, and more. This sponsorship is for the entire series which takes place once a month for 9 months of the year.



Producer **\$3,000**

- ◀ Logo on poster, website, and social media with hyperlink where applicable
- ◀ Full page ad in the program
- ◀ 2 detailed in-production mentions
- ◀ Pre-approved presence in the lobby during the show
- ◀ 10 free tickets to the show

Contributor **\$1,500**

- ◀ Logo on poster, website, and social media with hyperlink where applicable
- ◀ ½ page ad in the program
- ◀ 1 brief in-production mention
- ◀ 4 free tickets to the show

Supporter **\$500**

- ◀ ¼ page ad in the program
- ◀ Recognition on social media



Contact:

Kelsey Blankenhorn

Productions and Development

Phone: (304) 400-2403

E-mail: Kelsey@festivallcharleston.com

FestivALL Board of Directors

LJ Fairless - President

Jamie Alley - Vice President

Staunton Gorrell - Treasurer

Sarah Bailey - Secretary

John Auge

Allie Bodnar

Tim Brady

Clifton Clark

Mark D. Davis

Dr. Dan Foster

Victor Grigoraci

Larry Groce

Mary Beth Hoover

Nina Denton Pasinetti

Jennifer Pharr

Morgan Robinson

Susie Salisbury

Sue Sergi

Emily Wall

Don Wilson

Be a part of Charleston's largest celebration of the arts!