

T E M P E

# Festival of the Arts



## Festival Overview

The Tempe Festivals of the Arts semi-annual events are among the oldest and largest festivals of their kind in the Desert Southwest. The Fall Festival spans more than four decades, and the Spring Festival is more than thirty years old. These two events are routinely ranked among the top fine art festivals in the nation, and draw artist participation from all 50 states. Each of the Festivals attracts more than 225,000 guests during its three days on world-famous Mill Avenue in downtown Tempe, Arizona. More than \$1.6 million of original art is sold on average at each Festival. ***The Spring 2009 Festival showed an astounding increase of 25% over the Fall 2008 Festival in art sales, totalling \$2.1 million in sales and outselling the previous highest-grossing Festival (Fall 2006) by more than \$257,000!***

### AWARD-WINNING FESTIVAL:

In 2006, the Tempe Festivals of the Arts were awarded with **Best Event in Arizona** sanctioned by the **International Festivals and Events Association (IFEA)**, and won the Award of Merit from the **International Downtown Association (IDA)**. IFEA nominations were judged among a professional competition which drew 1,506 entries from among the world's top festivals and events. Winning entries came from organizations as diverse as Portland Rose Festival, OR; Greeley Independence Stampede, CO; Walt Disney World, FL; The Kentucky Derby Festival, Louisville, KY; Rotterdam Festival, The Netherlands; and the World Gourmet Summit 2007, Singapore.



More than 400 artisans present their original works in 16 visual arts categories. The festivals feature only original art, and every artist is present on-site to greet festival goers. Works of art range from collector masterpieces to affordable art and craft for enthusiasts on small budgets!



A juried show and sale, the Tempe Festivals of the Arts is presented in a street-festival atmosphere of booths. The range of fine art and fine craft features unique, handmade pieces that range from woodwork to ceramics, from photography to wearable art, from painting to jewelry--- along with other traditional and non-traditional forms of visual arts.

## OTHER PROGRAMMATIC OFFERINGS:

In addition to shopping for the Festival's consistently high quality of fine artwork, guests enjoy a full schedule of music and entertainment including street performers; a **Arizona Wine Festival Jazz Stage** featuring nationally prominent mainstream jazz; an array of food and beverage vendors; **Kids Innovation Station** (where kids experience hands-on arts and education); the **Arizona Wine Festival** garden and sales; and, a limited selection of sponsor booths with products or services that complement the Festival and are of interest to our guests.

## *Demographics:*

We conduct surveying at each Festival with these consistent audience results:

|                                   |     |                                 |     |
|-----------------------------------|-----|---------------------------------|-----|
| <b>Origin:</b>                    |     | <b>Home Ownership:</b>          |     |
| Greater Phoenix Metropolitan Area | 57% | Own                             | 51% |
| Other Arizona                     | 25% | Rent                            | 49% |
| Outside Arizona                   | 18% |                                 |     |
| <b>Gender:</b>                    |     | <b>Annual Household Income:</b> |     |
| Female                            | 56% | Under \$45,000                  | 32% |
| Male                              | 44% | \$45,000 – \$59,999             | 13% |
|                                   |     | \$60,000 – \$74,999             | 17% |
|                                   |     | \$75,000+                       | 21% |
| <b>Age:</b>                       |     | Not Stated                      | 17% |
| Under 22 Years                    | 9%  |                                 |     |
| 22-30                             | 27% |                                 |     |
| 31-45                             | 25% |                                 |     |
| 46-64                             | 30% |                                 |     |
| 65+                               | 9%  |                                 |     |
| <b>Festival Loyalty:</b>          |     |                                 |     |
| Returning Customers/Spectators    | 51% |                                 |     |
| New Customers/Spectators          | 49% |                                 |     |
| Would Attend Again                | 91% |                                 |     |

## *Upcoming Event Dates:*

|             |                      |   |
|-------------|----------------------|---|
| Spring 2010 | March 26 – 28, 2010  | 33 <sup>rd</sup> Annual Spring Festival |
| Fall 2010   | December 3 – 5, 2010 | 42 <sup>nd</sup> Annual Fall Festival   |
| Spring 2011 | March 25 – 27, 2011  | 34 <sup>th</sup> Annual Spring Festival |
| Fall 2011   | December 2 – 4, 2011 | 43 <sup>rd</sup> Annual Fall Festival   |

## *Return On Investment Results:*

- Target Valley-wide consumer market
- Increase brand recognition
- Connect directly with consumers
- Drive traffic to your retail locations
- Sample your product
- Leverage media exposure
- Gain employee involvement & benefit
- Generate incremental sales
- Spread goodwill in your community
- Reach bona fide psychographics
- Generate sales leads
- Align with a well-respected, well-loved community tradition

## *Official Media Partners:*

- **Official Radio:** KOOL 94.5 FM; 98.7 The Peak; News 92.3 KTAR; KMLE Country 108
- **Official Newspaper:** *The Arizona Republic* **Official Magazine:** *PHOENIX magazine*
- **Official Online:** azcentral.com

## Partnerships Available:

The Tempe Festivals of the Arts have a variety of partnership opportunities available from presenting sponsorship to on-site sampling and displays, consumer offers, corporate hospitality, and more. We customize all of our sponsorships to best meet your company's marketing objectives and budget.

### PRESENTING SPONSORSHIP

|                              |   |
|------------------------------|---|
| <b>Investment:</b>           | \$75,000/year (2-yr minimum; \$37,500 per Festival)   |
| <b>Positioning:</b>          | "Tempe Festival of the Arts Presented by ( <u>Sponsor Name</u> )"                                       |
| <b>Official Status:</b>      | Category Exclusivity  |
| <b>Advertising Exposure:</b> | 24.75 million average impressions, valued at \$241,000 per Festival;<br>ROI Ratio per Festival of 6 ½:1 |

1. Up to three (3) locations **on-site exhibit space** for distribution of materials, sampling, promotions and limited roaming rights
2. Opportunity to activate an individualized **consumer or trade promotion** related to the Festival
3. Opportunity to provide **new programming** at the Festival that meets mutual goals
4. Name or Logo Inclusion in **Printed Materials**, including posters, flyers, and an on-site printed program
5. Name or logo Inclusion in **Print Advertising**, including nearly 16 million impressions in such publications as *The Arizona Republic*, *PHOENIX magazine*, and *Phoenix New Times*
6. Name mention in **Radio Advertising**, including up to four (4) demographically and psychographically successful Festival stations generating an average of 3.8 million impressions per Festival
7. Name or logo inclusion in **Television Advertising** placed on Eight – Arizona Public Television; and, Cox Media networks on CNN, HGTV, Fox News, Comedy Central, and Food TV, garnering 2.5 million impressions on average
8. Name or logo inclusion in **On-Line Advertising** placed on azcentral.com, ShowUp.com, and the Festival's dedicated website, garnering an average of 2.3 million visits
9. **Cross-Street Banner** Inclusion of logo at 5<sup>th</sup> & Mill Avenue, viewed by 19,000 daily motorists and 13,000 daily pedestrians for no fewer than 5 days (total: 160,000 impressions)
10. **Parking Passes** for Sponsor Staff working the event
11. All other regular **Benefits Listed Below** under "Exhibitor/On-Site Booth Sponsorships"

### OFFICIAL CATEGORY SPONSORSHIPS

|   |  |
|---|--|
| Official Vacation Timeshare                       | <b>SOLD</b> – Strategic Alliance Marketing |
| Official Gaming Partner                           | <b>SOLD</b> – Casino Arizona               |
| Official Beverage Sponsor                         | <b>SOLD</b> – Coca Cola                    |
| Official Kids Innovation Station Beverage Sponsor | <b>SOLD</b> – SPIKE Beverage               |
| Official Automobile                               | \$7,500 – \$20,000                         |

### OFFICIAL ACTIVITY SPONSORSHIPS

|  |                    |
|--|--------------------|
| Arizona Wine Festival Presenting Sponsor (1) | \$10,000           |
| Food Court Presenting Sponsor                | \$7,500            |
| Artists Awards Party Sponsor (1)             | \$6,500            |
| Kids Innovation Station Presenting Sponsor   | \$5,000            |
| Jazz Stage Presenting Sponsor (1)            | \$5,000            |
| Kids Innovation Station Exhibitor            | \$3,500 - \$10,000 |

|  |                    |
|--|--------------------|
| <b><u>EXHIBITOR/ON-SITE BOOTH SPONSORSHIPS</u></b> | \$5,000 - \$30,000 |
|--|--------------------|

*All sponsorships benefit in the following ways:*

1. On-Site Exhibit Space – 10' X 10', 10' X 20', 20' X 20', and other dimensions available
2. Face-to-Face Exposure to more than 225,000 art festival patrons
3. Face-to-Face Exposure to as many as 400+ artisans

4. Promotional Presence at a well-recognized, traditional regional event which is the oldest and largest festival of its kind in the Valley
5. Name inclusion in news releases and communications that generate an average of 14.8 million media impressions
6. Inclusion in 10,000 on-site Festival Guides during the Fall Tempe Festival of the Arts with map listing and locations identified for exhibit booth.
7. Opportunity for inclusion in the Spring Festival edition of PHOENIX magazine's exclusive Tempe Festival of the Arts insert, printed in a minimum of 40,000 guides for full distribution, with another 10,000 overprints to be distributed at on-site entrances during the festival
8. Festival Directory & Entrance Tower Signage Inclusion of logo or name on ten (10) signage towers and on-site festival maps that mark the official festival entrances and are posted at high foot-traffic intersections throughout the Festival
9. Rights to Distribute Promotional & Sales Materials on-site inside your booth location, and within 15' of your booth perimeter (*note: no roaming is permitted at the festival*)
10. Sponsor Staffing Presence for the purpose of lead generation and incentive distribution may be on-site, restricted with 15-feet of your assigned space
11. Hospitality Area Access – for all on-site working staff to take breaks, access restrooms, rest, and have free beverages and snacks
12. Logistical Assistance provided by DTC and Festival Staff during load-in and load-out
13. Your Own Display Signage and Banners, produced by sponsor, for display at sponsor exhibit space

## Media Summaries:

The following is the Spring 2008 Media Summary. It is representative of all Tempe Festivals of the Arts:

| Media Type            | Impressions             | Cash Value        |
|-----------------------|-------------------------|-------------------|
| <b>PRINT:</b>         |                         |                   |
| Advertising           | 15,764,900              | \$ 66,630         |
| News Stories/Coverage | <u>11,609,285</u>       | <u>\$ 49,067</u>  |
| <b>Total:</b>         | <b>27,374,185</b>       | <b>\$ 115,697</b> |
| <b>RADIO:</b>         |                         |                   |
| Advertising           | 3,768,599               | \$ 91,000         |
| News Stories/Coverage | <u>78,752</u>           | <u>\$ 606</u>     |
| <b>Total:</b>         | <b>3,847,351</b>        | <b>\$ 91,606</b>  |
| <b>TELEVISION:</b>    |                         |                   |
| Advertising           | 2,461,013               | \$ 47,250         |
| News Stories/Coverage | <u>1,205,363</u>        | <u>\$ 14,136</u>  |
| <b>Total:</b>         | <b><u>3,666,376</u></b> | <b>\$ 61,386</b>  |
| <b>ON-LINE:</b>       |                         |                   |
| Advertising           | 430,000                 | \$ 36,100         |
| News Stories/Coverage | <u>1,888,763</u>        | <u>\$ 19,856</u>  |
| <b>Total:</b>         | <b>2,318,763</b>        | <b>\$ 55,956</b>  |
| <b>GRAND TOTALS:</b>  | <b>37,206,675</b>       | <b>\$ 324,645</b> |

*\*These numbers are based on clipping service reports plus actual advertising invoices. It is possible that additional articles, news reports, etc. were made which were not collected, and therefore not included in this report.*

*For More Information, Contact:*

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