



Celebrating Music, the Visual Arts, the Performing Arts, the Spoken and
Written Word; and the Culinary Arts

River Arts Festival 2010

Sponsorship Package

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A: An Introduction to the River Arts Festival 2010

Dear Potential River Arts Festival Sponsor,

We are excited to announce the 5th year of the River Arts Festival, a two week November festival held in the historic downtown core of Dunnville, Ontario, in multiple local venues. The festival celebrates the rich culture that the Dunnville area has to offer, by showcasing local- and national - artists in all facets of creation. The festival includes Visual Arts, Multimedia Arts, Culinary Arts, Written and Spoken Word as well as the Performing Arts and more.

The success of this large-scale event, which in the past has attracted 1200-1900 visitors to Dunnville is due to the involvement of community volunteers and businesses. We hope you will join us in becoming a part of this fantastic fall event through our sponsorship program.

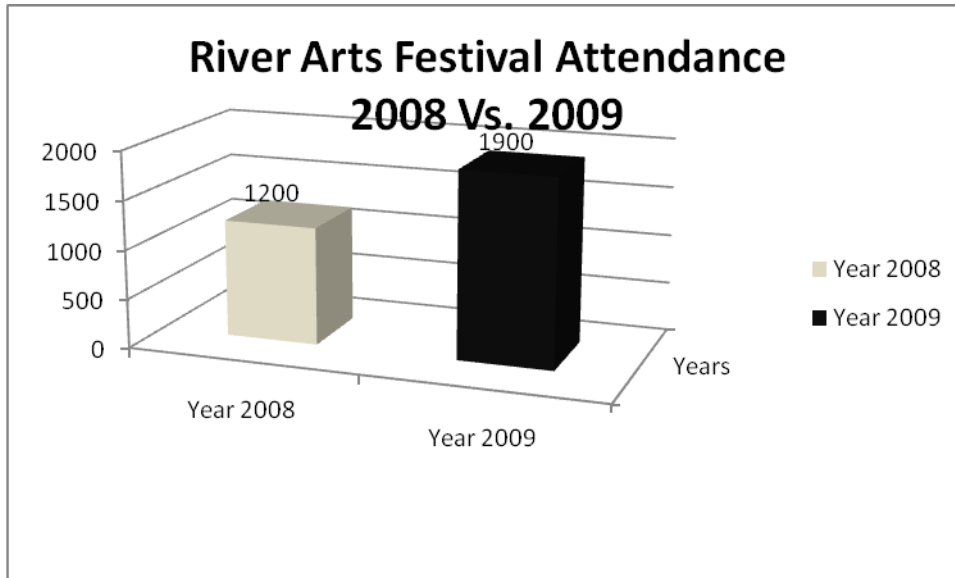
As a sponsor, the money you contribute helps to cover the costs of equipment, programming and promotion. By participating, your business will benefit from logo visibility, media activities and more. We have a number of sponsorship options, as detailed on the enclosed sponsorship commitment form, to enable you to select the level of participation that best meets your marketing needs.

We look forward to discussing this opportunity with you further. Thank you in advance for your willingness to promote our community by supporting the River Arts Festival.

Sincerely,
River Arts Festival Planning Committee

C: Testimonials and Festival Data

Attendance Data

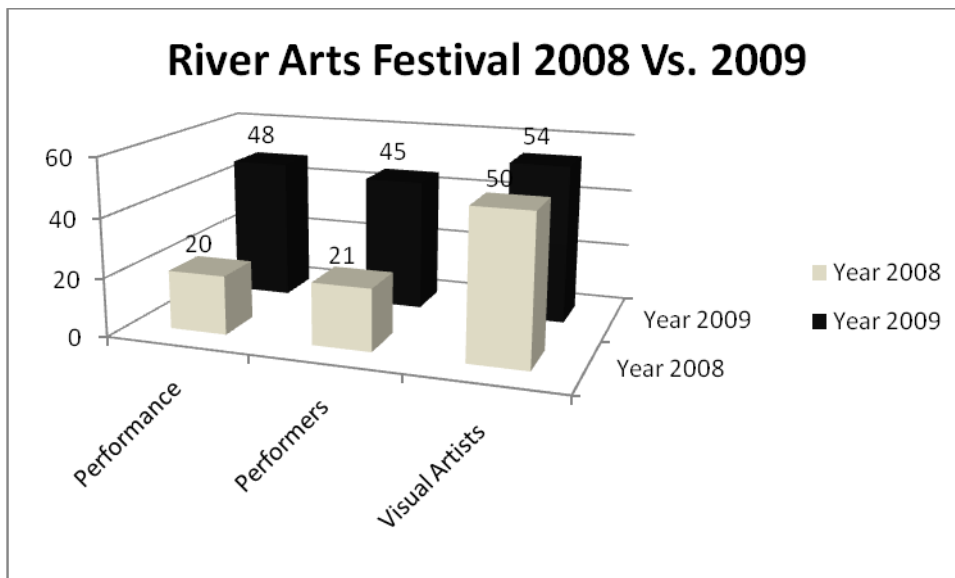


Attendance at River Arts Festival 2008: **1200**

Attendance at River Arts Festival 2009: **1900**

*An Attendance increase of **58.3%***

Performance Data



*A Performance increase of **140%***

*A Performers increase of **114%***

*A Visual Artists increase of **8%***

Testimonials from 2009

“Wonderful exhibit !”

“Great selection of art.”

“First time here but not the last time!”

“Not enough words to express its awesomeness...”

D: Sponsorship Benefits and Investments

There are many opportunities for your business or organization to advertise at the two-week River Arts Festival. The attractive event schedules are an excellent way to publicize your business. These printed schedules include information on all the events through out the two weeks, and can feature your logo! Each attendee will receive a schedule featuring your business or organization’s logo. There are also specific events in the festival available for sponsorship: Culinary Arts Night, Live Performance Stages throughout the festival, and Gallery locations which will have Visual Art on display for the entire duration of the River Arts Festival. Finally, your business or organization can benefit from 5 second taglines on radio ads featured on Moose FM throughout Haldimand and Norfolk Counties, extending into Hamilton and Niagara. We have compiled a list of sponsorship packages, so that you may choose the package that best suits your advertising and promotional needs.

Renaissance Level Sponsorship

- Sponsorship plaque with your name and logo on display easel for the duration of the 14 days in one of five visual art gallery locations
- Exclusive naming rights to Festival, with first right of refusal for renewing following year
- Logo Placement – wording to be collaboratively determined
- 15 five second tag on ads for Festival on Moose FM
- Logo on all promotional items such as but not limited to:
 - 100 Tote Bags

Financial Investment of \$7500 or More

Premium Level Sponsorship

- Sponsorship plaque with your name and logo on display easel for the duration of the 14 days in one of five visual art gallery locations
- Non-exclusive partnering rights
- Logo on all promotional items such as but not limited to:
 - 100 Tote Bags
- Logo placement – wording to be collaboratively determined
- 5 five second tag on ads for festival on Moose FM

Financial Investment of \$5,000-\$7,499

Gold Level Sponsorship

- Sponsorship plaque with your name and logo on display easel for duration of the 14 days in one of six of the art gallery locations
- Overall Festival Partnership noted on-site and in all media promotions
- Logo on all promotional items such as but not limited to:
 - 100 Tote Bags

Financial Investment of \$3000-\$4999

Silver Sponsorship

- Sponsorship plaque with your name and logo on display easel for duration of the 14 of festival in 1 of six art gallery locations
- Your choice of specific festival event sponsorship noted on-site and in all media and promotions
Special Events Available: Author's Night featuring:
 - Culinary Arts Night
 - Dance Night
 - 1 of 3 Musical Headlining Performances
 - Video Night
 - Spoken Word Events

Financial Investment of \$2000-\$2999

Bronze Sponsorship

- Sponsorship plaque with your name and logo on display easel for duration of the 14 days of festival in 3 art gallery locations
- Signage at festival events 6 locations over a span of 14 days (subject to publishing dates)

Financial Investment of \$1000-\$1999

Honorary Sponsorship

- Sponsorship plaque with your name and logo on display easel for duration of the 14 day festival in 1 art gallery location
- Name on 100 festival posters – subject to publishing dates

Financial Investment of \$500-\$999

Advanced Sponsorship

- Sponsorship plaque with your name and logo on easel on display for duration of the 14 days of festival in 1 art gallery location
- Name in 500 Festival Programs – subject to publishing dates

Financial Investment of \$250-\$499

Basic Sponsorship

- Sponsorship plaque with your name and logo on easel on display for duration of the 14 day festival at all art gallery locations

Financial Investment of \$100-\$249

Other Amount or In-Kind Contribution

E. River Arts Festival Sponsorship Commitment Form

Please check off the sponsorship option that suits your needs and feel free to call us to discuss tailoring your sponsorship.

Renaissance Sponsorship \$7500 or More

Premium Sponsorship \$5000-\$7499

Gold Sponsorship \$3000-\$4999

Silver Sponsorship \$2000-\$2999

Please check the event of your choice:

- | | |
|--|---|
| <input type="checkbox"/> Author's Night featuring: | <input type="checkbox"/> 1 of 3 Headlining Performances |
| <input type="checkbox"/> Culinary Arts Night | <input type="checkbox"/> Video Night |
| <input type="checkbox"/> Dance Night | <input type="checkbox"/> Spoken Word Events |
-

Bronze Sponsorship \$1000-\$1999

Honorary Sponsorship \$500-\$999

Advanced Sponsorship \$250-\$499

Basic Sponsorship \$100-\$249

Other Amount \$ _____ or In-Kind Contribution _____

Signature of Commitment (Please Print):

I _____ (your name) of _____ (company name) support the River Arts Festival 2010 and will honour the aforementioned sponsorship contribution of \$ _____ related to the _____ (sponsorship level) detailed above by the date of September 1st, 2010.

Signature: _____ Date: _____
Business/Company Name: _____
Street Address: _____ City: _____
Province: _____ Postal Code: _____
Phone Number: _____ Email: _____

Please Return Sponsorship Commitment form by September 1st 2010

**River Arts Festival
c/o Haldimand Art Works
144 Queen Street
Dunnville, Ontario
N1A 1H7**

Please honour your contribution to the above address by September, 2010 to be included in the River Arts Festival. Cheques should be made payable to *Haldimand Art Works*.

Call 905-772-1984 to speak to Jody Orr, River Arts Festival 2010 Chairperson, about your sponsorship choice.