

25th ANNUAL

DEEP ELLUM ARTS FESTIVAL

April 5-7, 2019

Produced by MAIN EVENTS INTERNATIONAL THE CELEBRATION ENGINEERS

SPONSORSHIP INFORMATION

A successful art festival with a reputation for original music and eclectic art, this dynamic event is a carousel of cultural synergy in a vital area of downtown Dallas known for its funky art, music, and vibrant entertainment venues and restaurants. The Deep Ellum Arts Festival is the signature event of the premiere arts and entertainment district of Dallas and consistently receives great reviews from the public, who come to experience exciting performances and buy cutting-edge art every year. A public survey has proclaimed this festival as the "Best Fest in Dallas". In addition, there is tremendous support from the city and local businesses and fabulous media support for this flourishing art festival. The recent opening of the much-anticipated light-rail system has made Deep Ellum more accessible than ever before; re-energizing the entire district and transforming it into the entertainment hub of the entire Dallas/Forth Worth metroplex.

This 25th annual free-to-attend visual, performing and culinary arts festival features a mosaic of 200 esteemed juried visual artists, over 150 original bands and singer songwriters performing continuously from five stages, street performers, muralists painting huge canvases, Slam Poets performing in a cafe setting, and meandering musicians adding to the creativity-in-motion. This flourishing art festival historically draws over 150,000 affluent enthusiasts between the ages of 21 and 45.

FESTIVAL AT A GLANCE:

- Located in Dallas' Arts & Entertainment District, Downtown, Dallas, TX
- First Major Event of the year in the Dallas / Forth Worth Market
- Over 150,000 total attendees (over three days) in past years
- Free Admission
- 50 Restaurants serving a wide variety of delicious food
- 200 fine cutting-edge visual artists
- Five stages with continuous live performances by 150 national, regional and local groups. All original music.
- This is an adult oriented visual and performing arts festival - while supervised young children and teenagers are welcome, there are no planned activities for them.

FESTIVAL DEMOGRAPHICS:

Age:	Gender:
21 to 29.....45%	Male45%
30 to 50.....55%	Female*55%
Other.....5%	
	*60% during daytime hours
Income:	Geographic Area:
\$50,000-\$75,0005%	Dallas County50%
\$76,000-\$100,00045%	Fort Worth County0%
\$101,000-\$150,00030%	Denton County10%
Over \$150,000.....10%	Tourist.....10%



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

As the "Title Sponsor" in addition to all other categories below your company name and/or logo will become synonymous with the festival name with all marketing and promotions.

Additional Entitlements Include:

- Exhibit and/or display space as needed
- Prominent exposure and link from official web site and on-line Festival Guide
- Continuous on-stage acknowledgement and signage opportunities from all music stages and display boards
- VIP seating and hospitality opportunities

Investment: A combination of both cash & in-kind support to total \$100,000

PRESENTING SPONSOR

Presenting Sponsor opportunities will be limited to (4) non-competitive companies promoted with festival as a "Presenting Sponsor".

Entitlements Include:

- Name and Logo inclusion on all print, radio & online promotions
- Exhibit space
- Link from Festival website
- Premium signage
- On-stage acknowledgement from emcee
- Official product and/or service
- VIP seating and hospitality opportunities

Investment: A combination of both cash & in-kind support to total \$60,000

MAJOR SPONSOR

As a "Major Sponsor" your company name will be recognized as a major overall sponsor of the festival and/or a specific activity area of the festival.

Entitlements include:

- Name and Logo inclusion on all print and online promotions
- Link from Festival website
- On-stage acknowledgement from emcee
- Signage on-site
- VIP seating and hospitality opportunities
- Exhibit space

Investment: A combination of both cash & in-kind support to total \$40,000

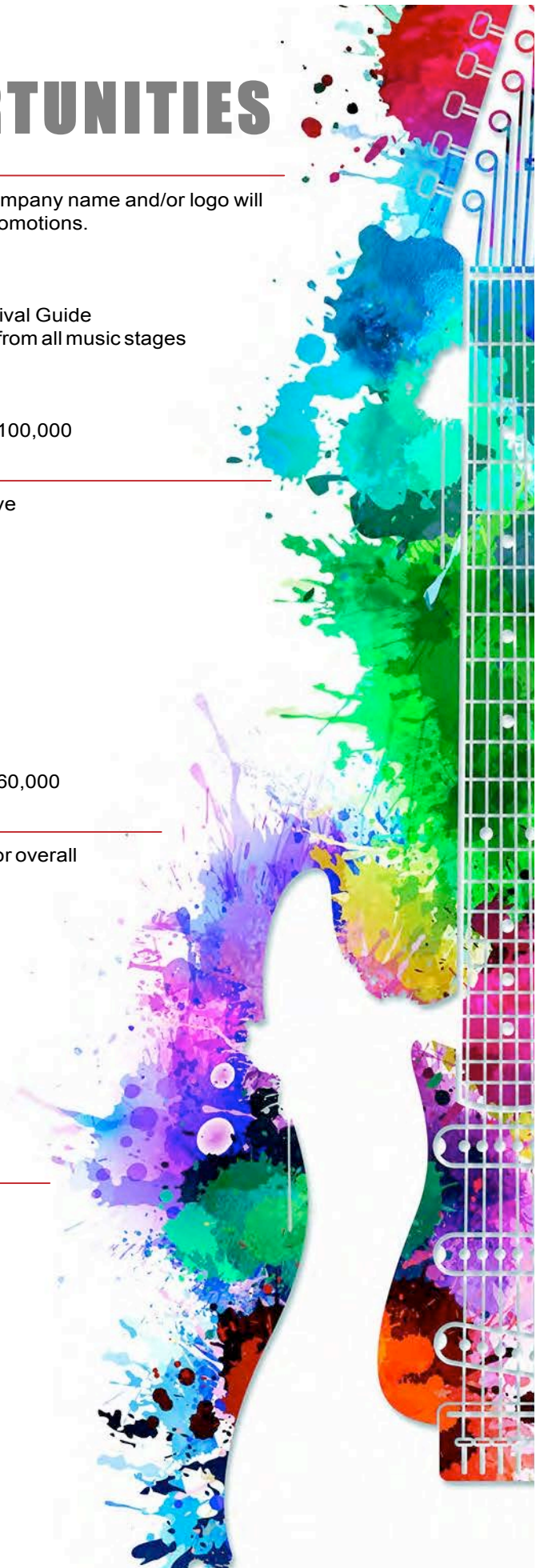
ACTIVITY SPONSOR

As an "Activity Sponsor" your company name will be associated with a specific activity, area or entertainer within the festival

Entitlements include:

- Name and Logo inclusion on all print and online promotion
- Link from Festival website
- On-stage acknowledgement from emcee
- Signage within activity area
- VIP seating and hospitality opportunities
- Exhibit space

Investment: Dependent upon the scope of the activity. Prices range between \$10,000 - \$25,000, which may include in-kind support.



SPONSORSHIP OPPORTUNITIES cont.

FOOD & BEVERAGE SAMPLING

A fun and effective way to increase local awareness and sales for your company's product.

Entitlements Include:

- Name and Logo inclusion on all print and online promotion
- Link from Festival website
- On-stage acknowledgement from emcee
- Signage within activity area
- VIP seating and hospitality opportunities
- Exhibit space
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Investment: \$10,000 - \$25,000 dependent on type of sampling product and required exhibit space.

CONSUMER LIFESTYLE PAVILLION

A great forum for demonstrating products and/or distributing information about your company's services.

Entitlements:

- Signage on and/or banners within Pavilion Area
- Link from Festival Website
- Exhibit space*

Investment: 10' wide x 10' deep space - \$5,000
10' wide x 20' deep space - \$7500
20' wide x 10' deep space - \$10,000

* Festival will provide power, tent, tables, & chairs upon request

TO REQUEST MORE INFORMATION

For more information, please [click here](#) for our online application. We will contact you promptly to discuss tailoring sponsorship and exhibitor opportunities to meet your marketing objectives.

Produced by
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