



DOWNTOWN TEMPE
— FOUNDATION —

— TEMPE —
FESTIVAL
of the
ARTS

2022 - 2023
SPONSORSHIP OPPORTUNITIES

TempeFestivalOfTheArts.com

GENERAL OVERVIEW

December 2022 will be the 54th annual fall festival and March 2023 will be the 46th annual spring festival. These semi-annual events are among the oldest and largest art festivals in the Desert Southwest. These two events are routinely ranked among the top fine art festivals in the nation, and draw artist participation from throughout all 50 states and North America. Each festival showcases over 350 artists in seventeen mediums, making art the real focus of the event.

The Tempe Festivals of the Arts has been awarded with Top 100 Art Festivals by Sunshine Artist, Best Event in Arizona by the International Festivals and Events Association (IFEA), the Award of Merit from the International Downtown Association (IDA), and Best Event awards by AZTEC.

The festival offers multiple locations to sit back and enjoy a local beverage or bite to eat. An Arizona Wine and Spirits Tasting meanders through the event with food from food trucks and area eateries mixed in. A stage, roaming entertainment, chalk art and many interactive youth activities round out the experience for the entire family.

FALL FESTIVAL:

December 2 - 4, 2022

SPRING FESTIVAL:

March 31 - April 2, 2022



THE MAIN ATTRACTION: ARTISTS

Approximately 350 artisans present their original works in 17 visual arts categories at each festival. The festivals feature only original art, and every artist is present on-site to greet festival goers. The festival gives out around \$10,000 in awards for Best in Show, category awards and other awards.

The artists are selected by a blind jury made up of highly skilled artists and art administrators. Independent artists from throughout North America apply and about half are invited to participate. More than \$1.6 million of original art is sold on average at each Festival.

The Emerging Artists program invites around 20 artists to each festival that are local Arizona artists in the beginning stages of their career. These artists get financial assistance, more hands-on attention, and specific placement in the festival.



MUSIC & ENTERTAINMENT

In addition to high quality art, guests enjoy a full schedule of music and entertainment including two stages which feature nationally, regionally, and locally prominent musical entertainment. Pop up street performances by dozens of street entertainers and musicians are located throughout the venue, from musicians to jugglers, from mimes to henna artists.

Active Art is a vibrant area of the festival grounds where guests can see live demonstrations throughout the three days of the festival exclusively utilizing local artists. Some experiences even offer an opportunity for attendees to get messy!

Chalk-A-Lot entertains audiences with on-site creation of professional chalk art murals on the street. These artists receive a stipend and are eligible for a cash prize. Chalk muralists join us from around the country.



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INTERACTIVE COMMUNITY

Kids Block offers kids free hands-on art experiences and education where young artists make art to take home.

Kids Exhibition is exhibit space for young artists, from elementary through high school, allowing our next generation to display and sell their works and potentially receive a cash award. Awards are given by jury in each of three age brackets.

Young Collectors is our way of nurturing the future art audience. Participating artists at the festival donate a work to the Young Collectors program and youth up to age 12 are able to select and purchase the works, without the influence of their parents, for a nominal fee. They are then encouraged to seek out the art's donor and express their gratitude. This hones the young persons tastes and creates relationships with the artists.



SPONSORSHIPS

Sponsorships range from \$1,500 to \$50,000 and include everything from on site presence to targeted activations. Companies can sponsor festival components, such as a stage, kids block, or the chalk mural contest, for example. All sponsorships are customizable.

Sponsorships include a variety of benefits such as:

- Festival Naming rights OR programmatic naming rights
- Logo on website
- Inclusion in social media marketing plan
- Inclusion in PR plan, including radio, print media and television
- Inclusion in Downtown Tempe newsletter
- Name/logo placement on promotional items: posters, water bill inserts, flyers, etc.
- Logo/Name placement on signage at the event
- Booth presence onsite (ranges from \$1,500 - \$20,000 depending on size and location of activation)

ATTENDANCE DATA

Below is our attendance data (source: Placer.ai) and Marketing statistics.

ATTENDEES:

- 50.4% female; 49.6% male
- Median age 33.98
- Average household income \$101,200
- 68% white, 19% Hispanic, 7% Asian, 4.3% Black
- Average hourly attendance is estimated at 16,000
- Average visitor attendance around 98,000 (not including residents/workers)
- Average dwell time is 6 hours and 25 minutes

MARKETING STATS:

- 23,000 combined followers on Instagram, Twitter, Facebook
- Annual reach on Facebook = 415,000
- Annual reach on Instagram = 85,000
- 275,000 annual visits to TempeFestivaloftheArts.com
- 10,000 email subscribers with a 25% newsletter open rate
- Over 1 million impressions annually through earned media



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TEMPE FESTIVAL *of the* ARTS

Without our sponsors, we couldn't produce these family friendly community events. Your support allows us to provide free and affordable cultural programming for residents and visitors from around the region.

Want more information about us?
Visit downtowntempe.com



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