



SPONSORSHIP PACKET

**1ST ANNUAL
STEAMBOAT ALL ARTS FESTIVAL
THURSDAY, AUGUST 20 – SUNDAY, AUGUST 23**

www.steamboatallartsfestival.com



STEAMBOAT ALL ARTS FESTIVAL

Overview: The Steamboat All Arts Festival is the newest and most collaborative event in Steamboat Springs, CO. This four-day event will highlight the amazing arts and culture in the Yampa Valley while featuring nationally-renowned artists. The Steamboat All Arts Festival incorporates all aspects of the arts into one cohesive event including dance, vocal, musical, visual, literary and culinary arts.

This high-class celebration of the arts will entertain and inspire through featured performances by the Avett Brothers, George Winston and the Steamboat Springs Orchestra conducted by Ernest Richardson. The Yampa River Art Stroll will be the heart of the event and will showcase award-winning local and regional visual artists. Experiential and educational workshops will be available all weekend and open to all ability levels.

Community Benefit: The Steamboat All Arts Festival will be an event that showcases the incredible local talent we have here in Steamboat thus spreading the word that Steamboat is much more than a ski town. We have something to offer for everyone.

This event will give locals more opportunity to perform and be recognized regionally. As this will be a long-weekend event, there will be many attendees that use local lodging as well as patronize local restaurants and stores. We have scheduled this event for a down weekend in August to keep the in-flow of visitors up through the summer.

Target Market: Our target market will be the regional drive market with a strong concentration in the Front Range and in-state. As our secondary target market we would focus on Steamboat's strong summer flight markets and/or key summer destination markets such as Texas, Florida, Arizona, California and Illinois.

Expected Demographics: Our age profile is 45+ as it is not a good time of year for families to travel with school starting soon. We would expect to see affluent people with an average household income of \$100K+. College graduates and post-college graduates would make up much of our expected attendees. This will be a motivating event with 70% visitors and 30% locals in attendance.

Outcome: We hope to introduce a motivating event that will grow in the years to come as a can't-miss annual event for arts lovers. This event will support and boost the overall summer economy of Steamboat Springs with as an additional event in the month of August. The arts community of Steamboat will become more well-known and bring even stronger talent to the area.

*see Arts and Culture Economic Impacts on Communities

Enclosed is information on the economic impacts of arts and culture on communities as well as sponsorship packages. We have created many opportunities that can fit any budget. Please consider sponsoring this new event and supporting the arts of Steamboat Springs as well as the local economy.



ARTS AND CULTURE STUDIES ON ECONOMIC IMPACTS

Americans for the Arts conducted a study in 2005 named Arts & Economic Prosperity III to document the economic impact of the nonprofit arts and culture industry in 156 communities and regions representing all 50 states and the District of Columbia. The study was held in communities ranging from four thousand to three million residents and urban to rural locations.

The Arts & Economic Prosperity III study concluded that:

America's nonprofit arts and culture industry generates \$166.2 billion in economic activity every year—\$63.1 billion in spending by organizations and an additional \$103.1 billion in event-related spending by audiences. The national impact of this activity is significant, supporting 5.7 million jobs and generating \$29.6 billion in government revenue.

The arts and culture industry, unlike many industries, leverages a significant amount of event-related spending by its audiences. Attendance at arts events generates related commerce for local businesses such as restaurants, parking garages, hotels, and retail stores. This spending generated an estimated \$103.1 billion of valuable revenue for local merchants and their communities in 2005.

The findings also reveal that nonlocal attendees spend twice as much as local attendees (\$40.19 vs. \$19.53), demonstrating that when a community attracts cultural tourists, it harnesses significant economic rewards.

Jane Blackstone Consulting presented "Community Benefits of the Arts," a review of selected economic impact reports and case studies in relation to Steamboat Springs in 2007.

The Community Benefits of the Arts concluded that:

The literature on the economic impacts and other community benefits of the arts presents compelling arguments for supporting and integrating the arts into community life and the physical environment. This conclusion supports community consideration of a downtown Steamboat arts district, expanded arts programming, new arts events, and an updated cultural plan, all building on and complementing Steamboat's current arts programs.

"Across America, cities that once struggled economically are reinventing and rebuilding themselves by investing in art and culture—a proven catalyst for growth and economic prosperity. By creating cultural hubs, nonprofit arts businesses help cities define themselves, draw tourists, and attract investment."

Louise M. Slaughter

U.S. House of Representatives (NY)

Co-Chair, Congressional Arts Caucus

"As Chairman of the Oklahoma Chamber of Commerce, I visited almost every city and town in the state. There is a visible difference in places with an active cultural community. I see people looking for places to park, stores staying open late and restaurants packed with customers. The business day is extended and the cash registers are ringing."

Ken Fergeson

Chairman and CEO, NBanC

Past President, American Bankers Association



PRESENTING SPONSOR

\$5000

Sponsorship Package:

- Logo on all promotional materials
- Logo and link on event website
- Logo on Yampa River Art Stroll wristband
- Double page advertisement space in the event program
- 1 banner at Orchestra concert
- 1 banner at the workshop tent all weekend
- 1 banner at the performance stage on Saturday on Yampa
- 2 banners at Yampa River Art Stroll all weekend
- Inserts in the Yampa River Art Stroll artist packs
- 3 announcements from the performance stage on Saturday on Yampa
- 6 tickets to the Orchestra concert on Saturday night at the Strings Music Pavilion
- 6 wristbands for the Yampa River Art Stroll
- 2 entries to a workshop of your choice
- 2 event posters
- 2 event t-shirts



ORCHESTRA CONTRIBUTING SPONSOR

\$1000

Sponsorship Package:

- Logo and link on event website
- Logo on Orchestra concert tickets
- Logo on event t-shirts
- Full page advertisement space in the event program
- 2 banners at Orchestra concert
- Inserts in the Yampa River Art Stroll artist packs
- 6 tickets to the Orchestra concert on Saturday night at the Strings Music Pavilion
- 4 wristbands for the Yampa River Art Stroll
- 2 event t-shirts
- 2 event posters

ORCHESTRA SUPPORTING SPONSOR

\$500

Sponsorship Package:

- Logo and link on event website
- Logo on Orchestra concert tickets
- Half page advertisement space in the event program
- 1 banner at Orchestra concert
- Inserts in the Yampa River Art Stroll artist packs
- 2 tickets to the Orchestra concert on Saturday night at the Strings Music Pavilion
- 4 wristbands for the Yampa River Art Stroll
- 1 event poster



YAMPA RIVER ART STROLL ATM SPONSOR

\$1500

Sponsorship Package:

- Logo and link on event website
- Logo on event t-shirts
- Full page advertisement space in the event program
- Company ATMs placed on site at the Art Stroll
- 3 banners at Yampa River Art Stroll all weekend
- 1 banner at the performance stage on Saturday on Yampa
- Inserts in the Yampa River Art Stroll artist packs
- 2 announcements from the performance stage on Saturday on Yampa
- 2 tickets to the Orchestra concert on Saturday night at the Strings Music Pavilion
- 6 wristbands for the Yampa River Art Stroll
- 2 event posters
- 2 event t-shirts

YAMPA RIVER ART STROLL CONTRIBUTING SPONSOR

\$1000

Sponsorship Package:

- Logo and link on event website
- Logo on Yampa River Art Stroll wristband
- Logo on event t-shirts
- Full page advertisement space in the event program
- Company tent at the Art Stroll all weekend
- 3 banners at Yampa River Art Stroll all weekend
- 1 banner at the performance stage on Saturday on Yampa
- Inserts in the Yampa River Art Stroll artist packs
- 3 announcements from the performance stage on Saturday on Yampa
- 2 tickets to the Orchestra concert on Saturday night at the Strings Music Pavilion
- 6 wristbands for the Yampa River Art Stroll
- 2 event posters
- 2 event t-shirts



YAMPA RIVER ART STROLL SUPPORTING SPONSOR

\$500

Sponsorship Package:

- Logo and link on event website
- Half page advertisement space in the event program
- 2 banners at Yampa River Art Stroll all weekend
- 1 banner at the performance stage on Saturday on Yampa
- Inserts in the Yampa River Art Stroll artist packs
- 2 announcements from the performance stage on Saturday on Yampa
- 4 wristbands for the Yampa River Art Stroll
- 1 event poster

YAMPA RIVER ART STROLL LOCAL SPONSOR

\$250

Sponsorship Package:

- Logo and link on event website
- Quarter page advertisement space in the event program
- 1 banner at Yampa River Art Stroll all weekend
- Inserts in the Yampa River Art Stroll artist packs
- 2 announcements from the performance stage on Saturday on Yampa
- 2 wristbands for the Yampa River Art Stroll
- 1 event poster



WORKSHOP CONTRIBUTING SPONSOR

\$1000

Sponsorship Package:

- Logo and link on event website
- Logo on workshop tickets
- Logo on event t-shirts
- Full page advertisement space in the event program
- 2 banners at the workshop tent all weekend
- Verbal recognition at the beginning of each workshop
- 2 tickets to the Orchestra concert on Saturday night at the Strings Music Pavilion
- 6 wristbands for the Yampa River Art Stroll
- 2 entries to a workshop of your choice
- 2 event posters
- 2 event t-shirts

WORKSHOP SUPPORTING SPONSOR

\$500

Sponsorship Package:

- Logo and link on event website
- Half page advertisement space in the event program
- 1 banner at the workshop tent all weekend
- Verbal recognition at the beginning of each workshop
- 4 wristbands for the Yampa River Art Stroll
- 2 entries to a workshop of your choice
- 1 event poster



OPERA SUPPORTING SPONSOR

\$500

Sponsorship Package:

- Logo and link on event website
- Logo on Opera tickets
- Quarter page advertisement space in the event program
- 2 banners at the Opera performance
- 2 tickets to the Opera performance
- 2 tickets to the Orchestra concert on Saturday night at the Strings Music Pavilion
- 4 wristbands for the Yampa River Art Stroll
- 2 entries to a workshop of your choice
- 1 event poster

BOTANIC PARK PERFORMANCE SPONSOR

\$250

Sponsorship Package:

- Logo and link on event website
- Quarter page advertisement space in the event program
- 1 banner at the Botanic Park Performance
- 2 wristbands for the Yampa River Art Stroll
- 1 event poster
- Verbal recognition at opening and closing of performance



OFFICIAL FRAMING SPONSOR

\$500

Sponsorship Package:

- Logo and link on event website
- Half page advertisement space in the event program
- Company tent at the Art Stroll all weekend with onsite framing
- 2 banners at Yampa River Art Stroll all weekend
- 1 banner at the performance stage on Saturday on Yampa
- Inserts in the Yampa River Art Stroll artist packs
- 2 announcements from the performance stage on Saturday on Yampa
- 4 wristbands for the Yampa River Art Stroll
- 1 event poster

FRIENDS OF THE STEAMBOAT ALL ARTS FESTIVAL

MINIMUM OF \$200 DONATION

Sponsorship Package:

- Name listed in the event program
- 2 wristbands for the Yampa River Art Stroll
- 1 event poster