

ART & APPLES FESTIVAL[®]

9 • 7 • 18 – 9 • 9 • 18



**3 DAYS OF
ART, FOOD,
FAMILY & FUN**



ELI HELMAN
Best in Show Award Winner
2017 Art & Apples Festival[®]

**280+ JURIED
FINE ARTS
EXHIBITORS
HELD IN
ROCHESTER, MI**



Paint Creek Center for the Arts enhances life in southeast Michigan by promoting, encouraging, and creating opportunities to participate in and appreciate the arts. The Art & Apples Festival[®] helps fulfill our mission and gives our sponsors opportunities to reach, engage, and connect with potential customers.

MORE THAN **100,000** FESTIVAL ATTENDEES OVER 3 DAYS

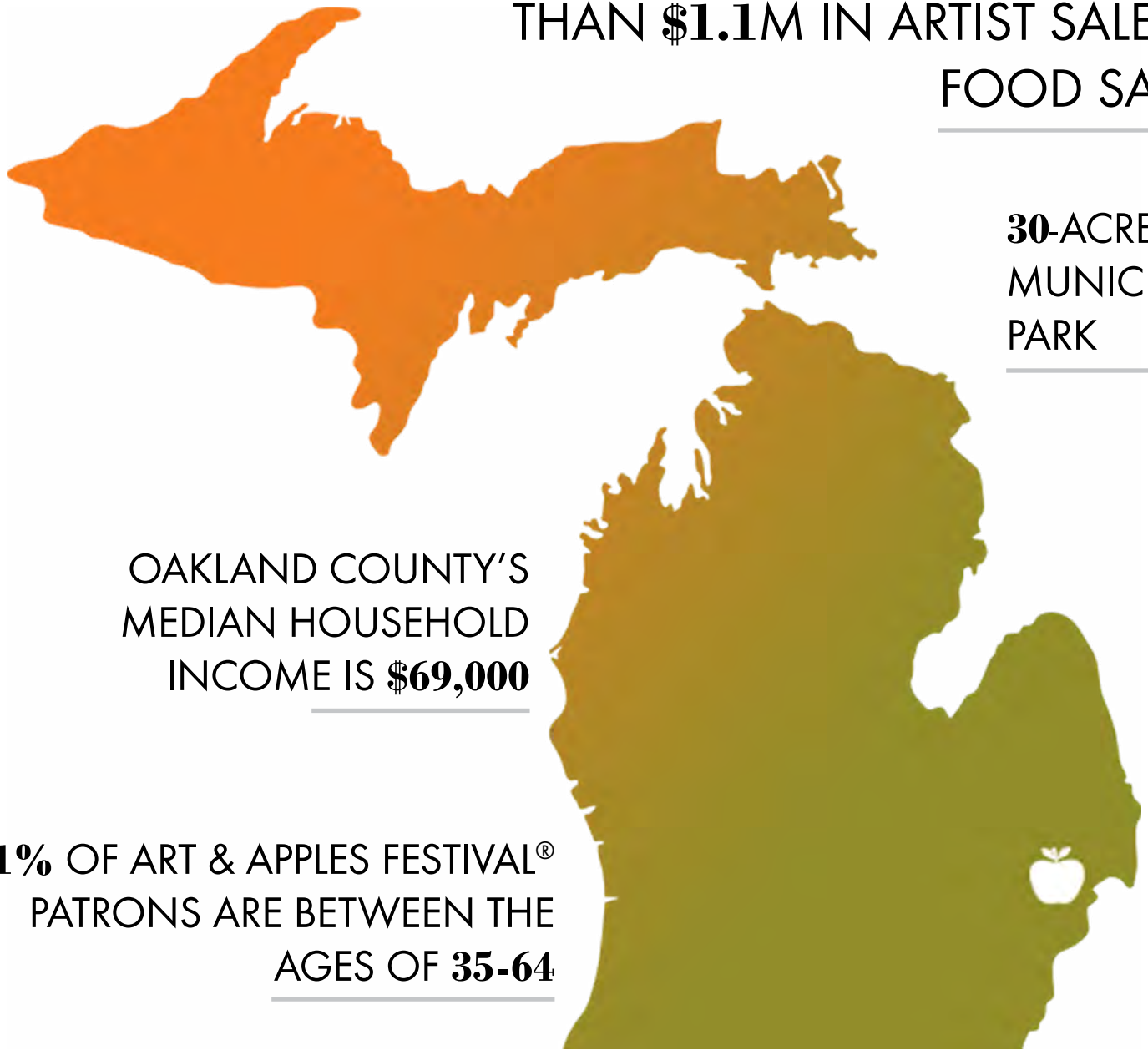
REGIONAL ENTERTAINMENT ON THE MAIN STAGE

IN **2017**, ATTENDEES SPENT MORE
THAN **\$1.1M** IN ARTIST SALES &
FOOD SALES

30-ACRE
MUNICIPAL
PARK

OAKLAND COUNTY'S
MEDIAN HOUSEHOLD
INCOME IS **\$69,000**

61% OF ART & APPLES FESTIVAL®
PATRONS ARE BETWEEN THE
AGES OF **35-64**



PURE MICHIGAN

ART & APPLES FESTIVAL® SEPT. 7 - SEPT. 9, 2018

WWW.PCCART.ORG | PHONE: 248-651-4110 | FAX: 248-651-4757 | SPONSORSHIPS@PCCART.ORG



All sponsorship levels include company name and logo in the Festival Guide and on Paint Creek Center for the Arts' website and social media. Company will receive recognition in all appropriate press releases as well as the other benefits listed for your specific sponsorship level.

PRESENTING SPONSOR **\$15,000**
Receive prime location and enjoy a broad range of high level exposure leading up to and throughout the three-day Festival. PCCA staff will work with Presenting Sponsor to customize benefits to meet the sponsor's needs.

KIDS ART ZONE SPONSOR **\$7,500**
Receive prominent recognition as the exclusive sponsor of the only Festival destination focused on providing educational art activities for kids of all ages. Sponsor benefits include naming rights as well as on-site sponsor name and logo recognition and a 10 x 10 booth. Sponsor will also receive a dedicated Kids Art Zone Sponsorship press release and the opportunity to distribute promotional items at Kids Art Zone.

VOLUNTEER SPONSOR **\$6,000**
Receive logo recognition on volunteer t-shirts, naming rights of the Volunteer Tent and listing as the exclusive sponsor on the Volunteer Registration page of the Festival's website. Sponsor will also receive a dedicated Volunteer Sponsorship press release and the opportunity to distribute promotional items at Volunteer Tent.

MAIN STAGE SPONSOR **\$5,000**
Receive prominent recognition as the exclusive sponsor of one of the most popular Festival locations: the Main Stage! Sponsor benefits include naming rights as well as on-site sponsor name, logo recognition, and a 10 x 10 booth. Sponsor will also receive a dedicated Main Stage Sponsorship press release and the opportunity to distribute promotional items at the Main Stage.

FESTIVAL SHUTTLE SPONSOR **\$4,000**
Receive exclusive company sponsorship and logo recognition on one of the Festival shuttles that transport thousands of patrons from off-site parking locations to the park. Sponsor benefits include a 10 x 10 booth at park drop-off location.

FIRST AID STATION **\$3,500**
Receive exclusive naming rights of the festival's First Aid Station located prominently at the main entrance to the park. In addition, your company will receive naming rights, logo and name recognition on the event guide map and key.

ARTIST RECEPTION SPONSOR **\$2,500**
Meet and greet with artists from all over the country. Occurs Thursday evening prior to Festival begins.

WHEELS IN THE PARK SPONSOR (2 AVAILABLE) **\$2,500**
Car dealerships receive a 10 x 10 booth space and the opportunity to display one vehicle on-site; additional vehicles cost \$1,000 each and are based on availability.

10 X 20 ON-SITE BOOTH SPONSOR (4 AVAILABLE) **\$3,500**
Receive on-site booth space in a high foot-traffic area.

10 X 10 ON-SITE BOOTH SPONSOR (26 AVAILABLE) **\$2,250**
Receive on-site booth space in a prominent location.

INFORMATION TENT SPONSOR (3 available) **\$1,500**
Receive company signage and logo recognition on one Information Tent.

ART & APPLES FESTIVAL HOSPITALITY TENT SPONSOR **\$2,000 (CASH OR IN-KIND)**
Receive prominent recognition in exchange for refreshments (food and beverage) in Art & Apples Festival® Hospitality Tent.

CORPORATE VIP TENT **\$5,000 (EACH DAY)**
Host a VIP experience for your corporate clients during the Art & Apples Festival®! Available Saturday or Sunday, registrants will receive a 20 x 20 tent, outfitted with tables with covers, chairs, twenty VIP wristbands, and ten VIP parking spots.





Art & Apples Festival® est. 1965 · Held in Rochester Municipal Park in Rochester, MI

Yes, I would like to sponsor the 2018 Art and Apples Festival®! I understand that sponsorships are on a first come, first serve basis and the earlier I sign up, remit payment and sign the contract, the more promotional exposure I will receive. I also understand that to be included in the Festival Guide, Paint Creek Center for the Arts must receive my payment, signed contract and logo no later than the close of business (5 p.m.) on July 13, 2018.

I/We are pleased to support the 2018 Art & Apples Festival® through a _____ sponsorship at this amount: \$ _____

Contact Name: _____

Company Name (as it will appear in print): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Company Website: _____ Instagram: _____

Facebook: _____ Twitter: _____

Will you need electricity for your on-site booth (if applicable)? Note: Requests cannot be guaranteed due to limited access to electricity.

Yes

No

Method of Payment (please check one):

Please find the check enclosed, payable to Paint Creek Center for the Arts

Please charge my credit card: VISA MasterCard Discover

Card No.: _____

Exp. Date: _____ 3-Digit Code: _____

Name (as it appears on card): _____

Cardholder Signature: _____

Please note, upon submission of completed form and payment, you will be provided with a sponsorship contract to complete. All sponsors are required to complete a contract to ensure awareness of benefits and requirements.

PLEASE SUBMIT FORM AND PAYMENT TO:

PAINT CREEK CENTER FOR THE ARTS, ATTN: ART & APPLES FESTIVAL®, 407 PINE STREET, ROCHESTER, MI 48307