

— T E M P E —

Festival of the Arts



Festival Overview

The Tempe Festivals of the Arts semi-annual events are among the oldest and largest festivals of their kind in the Desert Southwest. The Fall Festival spans more than four decades, and the Spring Festival is more than thirty years old. These two events are routinely ranked among the top fine art festivals in the nation, and draw artist participation from all 50 states and North America. Each of the Festivals attracts more than 225,000 guests during its three days on world-famous Mill Avenue in downtown Tempe, Arizona. More than \$1.6 million of original art is sold on average at each Festival.

AWARD-WINNING FESTIVAL:

The Tempe Festivals of the Arts have been awarded with **Best Event in Arizona** sanctioned by the **International Festivals and Events Association (IFEA)**, and won the Award of Merit from the **International Downtown Association (IDA)**. IFEA nominations were judged among a professional competition which drew 1,506 entries from among the world's top festivals and events. Winning entries came from organizations as diverse as Portland Rose Festival, OR; Greeley Independence Stampede, CO; Walt Disney World, FL; The Kentucky Derby Festival, Louisville, KY; Rotterdam Festival, The Netherlands; and the World Gourmet Summit, Singapore.



As many as 400 artisans present their original works in 16 visual arts categories at each festival. The festivals feature only original art, and every artist is present on-site to greet festival goers. Works of art range from collector masterpieces to affordable art and craft for enthusiasts on small budgets!

A juried show and sale, the Tempe Festivals of the Arts is presented in a street-festival atmosphere of booths. The range of fine art and fine craft features unique, handmade pieces that range from woodwork to ceramics, from photography to wearable art, from painting to jewelry---along with other traditional and non-traditional forms of visual arts.

OTHER PROGRAMMATIC OFFERINGS:

In addition to shopping for the Festival's consistently high quality of fine artwork, guests enjoy a full schedule of music and entertainment including street performers; the **Festival Stage** features nationally, regionally, and locally prominent music entertainment; an array of food and beverage vendors satisfies guests' needs for fast and easy festival food; **Kids Innovation Station** offers kids free hands-on arts experience and education where they make art and take it home; the **Arizona Wine Festival** offers tastings and sales by the glass, bottle or case; and, **The Art of Beer** provides craft beer sampling and sales from Tempe microbreweries. To maintain our focus as a visual arts festival, we allow only a limited selection of sponsor booths with products or services that complement the Festival and are of interest to our guests.

Demographics:

Origin:

Greater Phoenix Metropolitan Area	57%
Other Arizona	25%
Outside Arizona	18%

Gender:

Female	56%
Male	44%

Age:

Under 22 Years	9%
22-30	27%
31-45	25%
46-64	30%
65+	9%

Festival Loyalty:

Returning Customers/Spectators	51%
New Customers/Spectators	49%
Would Attend Again	91%

Home Ownership:

Own	51%
Rent	49%

Annual Household Income:

Under \$45,000	32%
\$45,000 – \$59,999	13%
\$60,000 – \$74,999	17%
\$75,000+	21%
Not Stated	17%

Upcoming Event Dates

Spring 2012	March 30 – April 1, 2012	35 th Annual Spring Festival
Fall 2012	November 30 – December 2, 2012	44 th Annual Fall Festival
Spring 2013	March 29 – 31, 2013	36 th Annual Spring Festival
Fall 2013	December 6 – 8, 2013	45 th Annual Fall Festival

Return On Investment Results

- Target Valley-wide consumer market
- Increase brand recognition
- Face-to-face connection with consumers
- Drive traffic to your retail locations
- Sample your product
- Leverage media exposure
- Gain employee involvement & benefit
- Generate incremental sales
- Spread goodwill in your community
- Reach bona fide demographics & psychographics
- Generate sales leads
- Align with a well-respected, well-loved community tradition

Partnerships Available

The Tempe Festivals of the Arts have a variety of partnership opportunities available from presenting sponsorship to on-site sampling and displays, consumer offers, corporate hospitality, and more. We customize all of our sponsorships to best meet your company's marketing objectives and budget.

SPONSORSHIP BENEFIT EXAMPLES

\$2,500 - \$30,000 (depending on footprint size & location)

(Benefits depend on proposal packaging and pricing)

1. **On-Site Exhibit Space** – 10' X 10', 10' X 20', 20' X 20', and other dimensions available
2. Face-to-Face Exposure to more than **225,000 art festival patrons**
3. Face-to-Face Exposure to as many as **400+ artisans**
4. Promotional Presence at a **well-recognized, traditional regional event** which is the oldest and largest festival of its kind in the Valley
5. Opportunity to activate an individualized **consumer or trade promotion** related to the Festival
6. Opportunity to provide **new programming** at the Festival that meets mutual goals
7. **Rights to Distribute Promotional & Sales Materials** on-site inside your booth location, and within 15' of your booth perimeter (*note: no roaming is permitted at the festival*)
8. Name or Logo Inclusion in **Printed Materials**, including posters, flyers, and an on-site printed program
9. Name or logo Inclusion in **Print Advertising**, including nearly 16 million impressions in such publications as *The Arizona Republic*, *PHOENIX magazine*, *Phoenix Home & Garden*, and *Phoenix New Times*
10. Name mention in **Radio Advertising**, including up to four (4) demographically and psychographically successful Festival stations generating an average of 3.8 million impressions per Festival
11. Name or logo inclusion in **Television Advertising** placed on Eight – Arizona Public Television; and, Cox Media networks on CNN, HGTV, Fox News, Comedy Central, and Food TV, garnering 2.5 million impressions on average
12. Name or logo inclusion in **On-Line Advertising** placed on azcentral.com, ShowUp.com, and the Festival's dedicated website, garnering an average of 2.3 million visits
13. **Cross-Street Banner** Inclusion of logo at 5th & Mill Avenue, viewed by 19,000 daily motorists and 13,000 daily pedestrians for no fewer than 5 days (total: 160,000 impressions)
14. **Parking Passes** for Sponsor Staff working the event
15. **Hospitality Area Access** – for all on-site working staff to take breaks, access restrooms, rest, and have free beverages and snacks
16. **Other benefits mutually agreed to** meet the needs of the sponsor's marketing plans

OFFICIAL CATEGORY SPONSORSHIPS

Pricing is Per Festival, with a 2-year minimum engagement

Official Beverage Sponsor	\$5,000 (includes 4 brand exclusivities; \$1,500 per additional brand; no juice available)
Official Automobile	\$10,000 – \$20,000
Exclusive Category	\$20,000 minimum investment

OFFICIAL ACTIVITY SPONSORSHIPS

Pricing is Per Festival, with a 2-year minimum engagement

Arizona Wine Festival Presenting Sponsor (1)	\$10,000
The Art of Beer Presenting Sponsor (1)	\$10,000
Festival Food Court Presenting Sponsor (1)	\$7,500
Kids Innovation Station Presenting Sponsor (1)	\$5,000
Festival Music Stage Presenting Sponsor (1)	\$5,000
Kids Innovation Station Exhibitor	\$3,500 - \$10,000

Media Summaries

The following Media Summary is representative of all Tempe Festivals of the Arts:

Media Type	Impressions	Cash Value
PRINT:		
Advertising	15,764,900	\$ 66,630
News Stories/Coverage	<u>11,609,285</u>	<u>\$ 49,067</u>
Total:	27,374,185	\$ 115,697
RADIO:		
Advertising	3,768,599	\$ 91,000
News Stories/Coverage	<u>78,752</u>	<u>\$ 606</u>
Total:	3,847,351	\$ 91,606
TELEVISION:		
Advertising	2,461,013	\$ 47,250
News Stories/Coverage	<u>1,205,363</u>	<u>\$ 14,136</u>
Total:	3,666,376	\$ 61,386
ON-LINE:		
Advertising	430,000	\$ 36,100
News Stories/Coverage	<u>1,888,763</u>	<u>\$ 19,856</u>
Total:	2,318,763	\$ 55,956
GRAND TOTALS:	37,206,675	\$ 324,645

**These numbers are based on clipping service reports plus actual advertising invoices. It is possible that additional articles, news reports, etc. were made which were not collected, and therefore not included in this report.*

For More Information, Contact

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The Tempe Festival of the Arts is an enterprise of Downtown Tempe Foundation, Inc., a 501-c-3 charitable nonprofit organization working with Downtown Tempe Community, Inc. to improve the vibrancy and excellence of the cultural, lifestyle and commerce experience in the Mill Avenue District.