



FINE ARTS FIESTA

ENJOY THE ENRICHMENT

## **Community Bonding Opportunities**

### **Fine Arts Fiesta**

Public Square, Wilkes-Barre, PA

May 19, 20, 21, and 22, 2016

#### **Contacts:**

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[fineartsfiesta.org](http://fineartsfiesta.org)

# Reach Out & *Grow* with Us!

## Sponsorship Options for Community Engagement



The Fine Arts Fiesta, a celebration of diversity in the performing and visual arts, is **61-years young** in 2016, making it the most established festival of its kind in the Commonwealth of Pennsylvania!

Founded in 1956 by Annette Evans and Alfred Groh as an annual celebration of the Arts in the Wyoming Valley area, the first Fiesta lasted three days and presented music, dance, drama, sketches and displays. Over the years Fiesta has grown to four days, and continues to thrive as the longest-running free event offered in the City of Wilkes-Barre.

- More than 60,000 people attend the event
- Over 50 fine artists and crafters exhibit
- A broad range of FREE, continuous performances appeals to everyone
- Two festival-sponsored juried art exhibits for students and adults
- A tantalizing array of Fiesta foods appeal to every appetite and taste!

**More info at: [fineartsfiesta.org](http://fineartsfiesta.org)**

# Sponsorship Options



**Full Day Sponsorship:** Your logo/name in all signage, television advertising, prominently displayed on the bandshell as well as in the official Fine Arts Fiesta program..... \$5,000.



**Corporate Sponsorship:** Your logo/name prominently used in all television advertising, on the bandshell as well as in the official Fine Arts Fiesta 60<sup>th</sup> Anniversary program.....\$2,000



**Performance Sponsorship:** Your logo/name prominently displayed in advertising, on the bandshell as well as in the official Fine Arts Fiesta program.... \$1,500



**General Sponsorship:** Your logo/name prominently displayed, on the bandshell as well as in the official Fine Arts Fiesta program.....\$500



**Friend Sponsorship:** Your logo/name prominently displayed in the official Fine Arts Fiesta program..... \$250

# Naming Opportunities

***Brand your Business or Organization as a proud Community Member who supports the Arts and a vibrant quality-of-life for the residents of and visitors to the greater Wyoming Valley Area!***

- **Information/Gazebo or Artists Market**  
*Your marquee sponsorship gift of \$10,000 may be spread over 3-5 years*
- **Student Juried Exhibition**  
*Your one-time sponsorship gift of \$5,000 may be given as an annual partial amount over 5 years*

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# Website Advertising

Position your business as a proud Fiesta supporter, year round!

- Advertising your business on the **Fine Arts Fiesta** [website](#) extends the benefits of supporting the community from the four-day festival to 365 days a year.

Support the festival, reap the rewards!

- The **Fiesta** website reaches approximately 10,000 people per year with roughly 24,000 page views, allowing you to extend your audience reach before, during and after the festival.

## Premium Ads

- There are three premium ad spaces available each month in the sidebar, which sized at 290px x 100px and link to your website. These non-rotating ads are solid as first-come, first-serve for a 30-day run. Cost of a premium ad is \$70/month.

## Sidebar Ads

- Sidebar ads are located below the premium ad space and are sized at 125px x 125px and link to your website. Ads rotate to offer advertisers above the fold positioning over the period of 30 days. Sidebar ads appear on the following pages: home, blog (runs during the month of May), donate, about and contact. Cost of each sidebar ad is \$30/month.

## Footer Ads

- Footer ads appear in the footer of every page, so although they're below the fold, they are visible everywhere. Footer ads are sized at 125px x 125px or 290px x 100px and link to your website. They do not rotate and are limited to a total of six advertisers each month. Cost of each footer ad is \$25/month.

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