



For more information and to discuss your customized proposal, please contact DAF:

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SEPTEMBER 18 - 19, 2021

SCULPTING PERFECTION

Since 1999 the Denver Arts Festival (DAF) has been dedicated to offering a showcase for Colorado's visual artists and a select group of National artists. DAF has a loyal following from the local art buying public because we promote fine artists from Colorado by reserving over two-thirds of the festival for in state artists while also presenting some of the best artists from around the country.

The Denver Arts Festival takes place in the Conservatory Green in the Central Park (formerly Stapleton) Neighborhoods. Central Park covers over 12 square miles and is one of the fastest growing areas in Metro Denver. This urban oasis, with 50 parks, bike trails and open spaces, is home to community neighborhoods who enjoy all that Central Park has to offer. The Denver Arts Festival is the largest event in Central Park and will offer a chance for all Denver residents to view and purchase the art of more than 150 juried artists, exhibiting creative works in painting, sculpture, drawing, printmaking, mixed media, jewelry, glass, metal, ceramics, wood and photography.

Located just East of Downtown Denver, the Festival is surrounded by the ever growing and vibrant Central Park area. With over 35,000 current residents and more projected in the near future, the Denver Arts Festival is positioned in this internationally recognized community. With over 60% having a college degree, the average age is 33 with over 72% earning incomes of over \$100,000. Plus, Central Park is in the top 1% of median income and education levels in the nation. Add these demographics to the large draw from around the Metro area and you can see why being part of the Denver Arts Festival can be a great part of your promotional needs.

DenverArtsFestival.com



PAINTING A PICTURE OF DAF'S AUDIENCE

According to past data and surveys from the Scientific Cultural and Facilities District, more than 7 million people annually participate in arts/cultural activities, some 34% greater than the combined attendance of all professional sporting events in Denver. The Denver Arts Festival draws large crowds of art savvy patrons each year. Here are some of our stats and demographics:

Sales	Over \$500,000 in art is sold annually
Gender	55% female, 45% male
Visibility	The festival will have visibility on Northfield Boulevard which has approximately 20,000 vehicles traveling by every day.
Income	DAF audiences represent some of the more affluent segments – 13% earn \$35,000-\$55,000; 19% earn \$55,000-\$80,000; 24% earn \$80,000-\$110,000; 21% earn \$110,000-\$160,000 18% earn \$160,000-\$185,000; 4% earn \$185,000+
Education	Attendees are highly educated – 37% have earned graduate degrees; 11% have taken some graduate course work; 28% have achieved undergraduate degrees; 19% have had some college
Residence	88% of the festival attendees live in the seven-county Denver Metro area; 10% come from other Colorado locations, and 2% from other states





ADD YOUR CREATIVITY THROUGH SPONSORSHIP

DAF will design a custom sponsorship program that provides a variety of rights and benefits to meet budget, marketing and communication needs of our partners.

PRESENTING SPONSOR (1) | \$50,000

This exclusive, top-level DAF sponsor will receive universal, exclusive rights that include complete below-the-name Presenting Sponsor recognition (e.g., Denver Arts Festival, presented by COMPANY) in ALL festival collateral materials, print and electronic advertising, and signs and banners. The Presenting Sponsor also receives hospitality benefits and an expanded opportunity for on-site presence and name integration into a Festival Feature the Presenting Sponsor and DAF create.

OFFICIAL SPONSOR (2) | \$25,000

These top-level, secondary sponsors will receive universal below Presenting Sponsor recognition (e.g., Denver Arts Festival, presented by COMPANY, and officially sponsored by COMPANY and COMPANY) in ALL festival collateral materials, print and electronic advertising, signs and banners. Official Sponsors also receive hospitality benefits, sampling opportunities, and name integration into one of the Festival's top assets.

ASSOCIATE SPONSOR (6) | \$10,000

As a program or venue level sponsor, Associate Sponsors will be featured in selected festival collateral materials, print and electronic advertising, signs and banners. Associate Sponsors also receive hospitality benefits, sampling opportunities, and name integration into one of the Festival's secondary assets, such as an artists display pavilion, volunteer staff program, or other assets as identified.

CONTRIBUTING SPONSOR (8) | \$5,000

As a lower-level program or venue sponsor, Contributing Sponsors will receive Contributing recognition in limited festival collateral materials, print advertising, signs and banners. Contributing Sponsors also receive sampling opportunities, name integration into the venue and other areas of the event as agreed to by the sponsor and DAF.

FRIEND OF THE FESTIVAL (10+) | \$2,500

These sponsors, who primarily provide specific products or services to DAF, will receive some promotional recognition, hospitality benefits, and on-site rights and benefits, primarily limited to sampling.

These levels of Sponsorship are a guideline from which we can customize pricing to fit your budget.

