

DENVER ARTS FESTIVAL
SPONSORSHIP OPPORTUNITIES

HELD ANNUALLY ON
MEMORIAL DAY WEEKEND

145+ FINE ARTISTS AND ARTISANS

LIVE MUSIC | DRINKS & FOOD | KIDS ART ZONE

GET IN TOUCH

For more information or to discuss a customized sponsorship proposal, please contact us:
info@DenverArtsFestival.com

THE ART OF SPONSORSHIP

Denver Arts Festival (DAF) is a premier fine arts & fine crafts event that has connected artists, attendees, and the local community since 1999. Free to the public every Memorial Day weekend at Conservatory Green in Central Park Denver, DAF showcases 145+ of the nation's top visual artists, with a spotlight on Colorado talent. DAF also includes live music by top Colorado acts, food & drink, and a kids art zone.

Sponsorship places your brand before 45,000 attendees while demonstrating a tangible commitment to the arts, local enterprise, and regional vitality. Through meaningful on-site engagement and widespread exposure, partners can *collect community* with families, art buyers, and culturally engaged consumers.

At DAF, "Collect Art + Collect Community" is more than a motto — it is the experience sponsors help make possible







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A PORTRAIT OF OUR REACH & AUDIENCE

Getting the word out is an art form of its own! From digital campaigns and social media to print advertising, public relations, media outreach, and community partnerships, the Denver Arts Festival uses a variety of channels to build excitement and drive attendance among our key demographics. Our multi-faceted marketing approach keeps the festival top of mind for returning attendees, reaches new audiences, and gives sponsors meaningful opportunities to connect directly with our engaged community.

Total Media Impressions

Across all channels

4.9M

Our Festival Community

45,000 ATTENDEES

51% FEMALE

49% MALE

MEDIAN HOUSEHOLD INCOME

$136,000+

EDUCATION LEVEL

72% hold college degrees

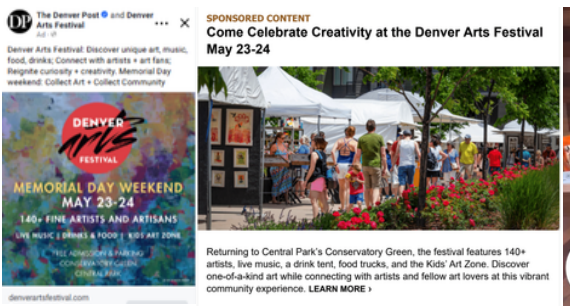
37% hold post-college degrees

RESIDENCE

88% live in the seven-county Denver Metro area

10% come from other Colorado locations

2% from other states











CREATIVITY THROUGH SPONSORSHIP

VISIONARY

$30,000 ~ 2 AVAILABLE

> OFFICIAL SPONSORS <

Sponsor our music stage and **support top Colorado musical acts**! Boost local artists while increasing brand visibility + prestige

Incentives include:

- Each Visionary receives naming rights on all music stage signage
- Logo placement on main stage banner, all Festival signage, and website
- Social media features (x3) and mentions (x4)
- Logo on all DAF printed collateral + advertising
- If desired, onsite presence with 10'x10' booth space, sampling opportunities, etc

ADVOCATE

$10,000 ~ 6 AVAILABLE

Sponsor our community partners! From the **kids art zone** to **emerging artists** to the **First Aid tent** to the new **live painting** or **community mural** & more

Incentives include:

- Logo placement on relevant banner signage (zone, tents, etc)
- Logo featured on Festival onsite signage & website
- Social media features (x2) and mentions (x3)
- Logo featured on DAF printed collateral + key advertising
- If desired, onsite presence with 10'x10' booth space, sampling opportunities, etc

CURATOR

$5,000+ ~ 4 AVAILABLE

Create the perfect sponsorship! **Highlight your product onsite** with an in-kind donation in addition to the monetary support listed

Incentives include:

- Logo placement on signage related to in-kind donation
- Logo featured on Festival onsite signage & website
- Social media features (x1) and mentions (x2)
- Logo featured on DAF printed collateral + key advertising
- Onsite presence with 10'x10' booth space, sampling opportunities

CATALYST

$2,500 ~ 10 AVAILABLE

Engage the community! Interact directly with attendees and introduce them to your brand

Incentives include:

- Logo placement on onsite signage & website
- Social media mentions
- Logo featured on DAF printed collateral + key advertising
- Onsite presence with 10'x10' booth space, sampling opportunities

> SAMPLING ONLY – $1,500

- Logo placement on onsite signage & website
- Social media mentions
- Onsite presence with sampling opportunities

PRESENTER ~ $50,000

BE OUR OFFICIAL CO-HOST!

Elevate brand + reputation and fully engage target audience. Receive top billing on all signage, printed + digital collateral, advertising + more.



LET'S GET CREATIVE TOGETHER!

We know our sponsors also like to get creative! We can design custom packages tailored to your budget, marketing, and communication needs, whether through financial sponsorship or a mix of monetary and in-kind donations. **We also offer discounted online-only options, with your logo + info + link on our website.**

>> Contact us at info@DenverArtsFestival.com and let's talk! <<

WHAT OUR PARTICIPANTS SAY

"The overall management and organization of the festival was amazing!"

"This show went beyond expectations in sales and attendance. I have recommended this show to many friends already!"

"This festival just keeps getting better every year. It is my favorite show of the year. I honestly wouldn't change a thing!"

"I can give the festival 10 out of 10."









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