

"We were thrilled to host the Morning Glory Art Fair. To witness firsthand the beauty and expertise of each artist's individual craft was an experience unlike any other." T.J. SAGEN, MANAGER EVENT PLANNING, FISERV FORUM

Look For The

# UNEXPECTED



WISCONSIN  
DESIGNER  
*Crafts*  
COUNCIL  
INC.

THE WDCC PRESENTS THE 46<sup>TH</sup> ANNUAL MORNING GLORY ART FAIR

# 2021

## SPONSORSHIP OPPORTUNITIES

Aug 14 & 15, 2021 | 10am-5pm

THE PLAZA OUTSIDE FISERV FORUM

[morninggloryartfair.com](http://morninggloryartfair.com)





**SPONSORSHIPS RANGE  
FROM \$300 TO \$8,000**

**MONETARY AND IN-KIND  
OPPORTUNITIES AVAILABLE**

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## NAMING RIGHTS OPPORTUNITY: (1)

**ATTACH YOUR COMPANY NAME  
OR BRAND TO THE MORNING GLORY  
ART FAIR**

**ONE YEAR CONTRACT – \$5,000**

**TWO YEAR CONTRACT – \$8,000**

*Benefits Include:*

**PRINTED MATERIALS:** Name or logo on 24,000+ posters, postcards, Fair previews and programs

**ADVERTISING:** Name or logo in print and digital ads, late May – mid-August (\$20,000 media plan)

**WEBSITE/SOCIAL MEDIA:** Name or logo on Morning Glory and WDCG websites for term of contract (37,000 website visits mid-May – mid-August) and active, high volume engagement with all social media channels

**FAIR PROGRAM:** Full-page ad and advertorial in printed program

**FAIR TENT:** Your company 10'x10' tent at the Morning Glory Art Fair

**ENTRY/EXIT TOWERS:** Name or logo on towers at the primary show entrances/exits

**EXCLUSIVITY:** Enjoy freedom from competitors

**HOSPITALITY:** Enjoy the hospitality of the Morning Glory Art Fair exclusive naming sponsor tent, complimentary food and drink – a great place to relax in the shade and host your guests



# SPONSORSHIP OPPORTUNITIES:

## Morning Glory Art Fair Sponsorship Benefits:

- 37,000 visitors on Fair website leading up to the show
- 675,000 earned media impressions
- 145,000 social media impressions
- Help keep the Fair open and free for all people to attend
- Align your brand with one of the most respected art festivals in the world

ASK ABOUT OUR MULTI-YEAR SPONSOR DISCOUNT.

<b>GOLD SPONSORSHIP:</b> <b>\$3,500</b>	<b>SILVER SPONSORSHIP:</b> <b>\$2,500</b>	<b>BRONZE SPONSORSHIP:</b> <b>\$1,500</b>
<ul style="list-style-type: none"> <li>• Name/Logo listed on Fair website and newsletters</li> <li>• Full-Page Ad in Program</li> <li>• Inclusion in all Fair advertising</li> <li>• Link on Fair website</li> <li>• Logo on volunteer T-shirt</li> <li>• Inclusion on WDCC website and newsletters all year long</li> <li>• Your Company 8'x8' tent at the Morning Glory Art Fair</li> </ul> <p>* Multiple-year sponsorships available</p>	<ul style="list-style-type: none"> <li>• Name/Logo listed on Fair website and newsletters</li> <li>• Half-Page Ad in Program</li> <li>• Link on Fair website</li> <li>• Logo on volunteer T-shirt</li> <li>• Inclusion on WDCC website and newsletters all year long</li> </ul> <p>* Multiple-year sponsorships available</p>	<ul style="list-style-type: none"> <li>• Name/Logo listed on Show website and newsletter</li> <li>• Quarter-Page Ad in Program</li> <li>• Logo on volunteer T-shirt</li> <li>• Inclusion in WDCC website and newsletters all year long</li> </ul> <p>* Multiple-year sponsorships available</p>

## BIKE RACK BANNER: \$300 (1)

- Banner with name/logo on bike rack (6x7)
- Prime placement at entrance

## AWARDS PROGRAM SPONSOR: \$2,000 (1)

- Name/logo on award certificates
- Awards presenter
- Link on Fair website, social media and promotional materials





**CELEBRATING OUR 46TH YEAR**

**ATTENDANCE:** 12,000-14,000 over 2 days, 55% live in a 20-mile radius of the show

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**DEMOGRAPHICS:** 67% female, BA or higher education

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**REACH:** Southeast Wisconsin and Northern Illinois

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**ARTISTS:** 130+ juried local and national artists

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**SIGNATURE LOCATION & EXPOSURE:** Fiserv Forum, Milwaukee's premier entertainment district. Digital and on-location promotion via Fiserv Forum reaching millions of people.



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

The Morning Glory Art Fair is hosted by the Wisconsin Designers Craft Council, a 105-year-old, non-profit organization supporting artists throughout the state.