

# SPONSORSHIP PROSPECTUS



*The Dream* by Chris Vance  
2017 Legacy Project, Mural on Ford &  
Garland Building in Downtown Des  
Moines

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The Des Moines Arts Festival® is Iowa's largest and most prestigious arts and cultural event drawing over 200,000 people annually to downtown Des Moines the last weekend of June. For 22 years, this free, three-day festival of the arts and culture has provided a celebration of the arts and been crowned by its peers as one of the best festivals in the world!

The Festival was originally founded in 1958 as the All Iowa Art Fair. In 1998, the Festival moved downtown where it now surrounds the John and Mary Pappajohn Sculpture Park. The Festival features 180 professional visual artists. Their original artwork in a variety of mediums reflects the very best, having been juried from over 1,000 applicants. Sponsors and non-profit organizations offer a variety of interactive arts activities designed to engage and enhance the experience for our guests. Live music, performing arts and strolling street theatre provide non-stop entertainment. Culinary offerings are provided by local and regional restaurants, breweries and mobile food vendors.

Showcasing our community and state through programs and activities that reflect the vibrancy of the arts in action is where we excel. Programs include Emerging Iowa Artists, Student Art Exhibition, Community Outreach Program, Volunteer Program, and the Non-Profit Program. Each provide unprecedented opportunities for our community.

The Des Moines Arts Festival, a non-profit organization, is produced by Downtown Events Group. It is governed by a 21-member Board of Directors. The Festival is dedicated to producing a free arts and cultural event. Festival proceeds benefit the Des Moines Art Center, numerous local non-profit organizations and the successful sustainability of the Festival.



# ABOUT THE FESTIVAL

IMPACT LIVES THROUGH THE ARTS."

—Des Moines Arts Festival Mission Statement



## CORE VALUES

### *INSPIRE* Appreciation of the Arts

We cultivate, educate and engage our audience toward a heightened appreciation of the arts.

### *Celebrate ORIGINAL* Art

We produce an annual celebration of outstanding original art - that is created by the hand of the artist - in a festival atmosphere.

### *IMPACT* Community

We foster and celebrate the involvement of all people.

### *Promote* COLLABORATION

We promote and inspire meaningful collaboration to strengthen the arts community.

### *Deliver the Highest* STANDARDS

We value professionalism and quality. We operate in a fair and honorable manner with transparency. We are strong financial stewards. We manage with responsibility and maximize value to our partners.

### *Innovate* STRATEGICALLY

We champion new and emerging ideas.

## OUR VISION

Strengthen a Vibrant and Creative Community.





## FACT SHEET

DATES	June 26-28, 2020	
TIMES	Friday, June 26	11a.m.-10p.m.
	Saturday, June 27	11a.m.-10p.m.
	Sunday, June 28	11a.m.-5p.m.
LOCATION	On the streets of downtown Des Moines, Iowa's Western Gateway Park surrounding the John & Mary Pappajohn Sculpture Park	
WHAT	Visual arts, performing arts, live music, film, interactive arts, community outreach and children's programs from start to finish. 180 professional juried artists. Emerging Iowa Artists. Student Art Exhibition. Two stages with live music and entertainment. Interactive arts throughout the site, including the Creative Zone. Local food and beverages including the Iowa Craft Beer Tent.	
ACHIEVEMENTS	Winner of over 275 Pinnacle Awards from the International Festivals & Events Association, including the prestigious Grand Pinnacle Award eleven of the last twelve years. Recipient of the coveted BRAVO Award from Bravo Greater Des Moines.	
ADMISSION	Free to attend, thanks to you!	
GUEST DESCRIPTION	63% Female, 37% Male; 35% Never Married, 49% Married; 30% with income over \$100,000; 73% own a home; 64% are college graduates and post-graduate; All ages attend with 39% between 35-60. Demographic details available by request.	
ATTENDANCE	200,000+ expected	
VOLUNTEER COUNT	802 volunteers (2019). Female: 69%, Male: 31%	
PRODUCED BY	Downtown Events Group, a 501(c)3 not-for-profit corporation located at 700 Locust Street, Suite 100, Des Moines, Iowa 50309	



*All Iowa Art Fair*



*Art in the Park*

*After 40 years behind the Des Moines Art Center, Art in the Park moved downtown in 1998 and changed its name to Des Moines Arts Festival®.*



*Iowa Artists Exhibition*



*Art in the Park*



*Des Moines Arts Festival, 2007*



*Des Moines Arts Festival, 1998*



# WHY SPONSOR?

- Engage with an attentive, loyal and lucrative consumer base.
- Be an active contributor to Central Iowa's dynamic cultural landscape and quality of life.
- Align your brand with one of the most respected festivals in the world.
- Reach your target audience through multiple marketing and promotional opportunities.
- Help keep the Festival open and free for all people to attend.
- Take advantage of the Festival's aggressive and dynamic marketing campaign.





## 2019 SPONSORS

AARPCOMMUNITYPARTNERS  
 ATLANTICBOTTLINGCOMPANY  
 BANKOFTHEWESTBRAVO  
 GREATERDESMOINESBUICKGMC  
 CENTRORESTAURANT  
 CENTURYLINK  
 COUNTRYLANDSCAPESDOLL  
 DISTRIBUTINGG.DAVID&TRUDY  
 HOLMANHURDFUND  
 DESMOINES RADIOGROUP  
 GATEWAY MARKETHILLARY  
 FIELDSSEND CREATIVESERVICES  
 HUBBELLHOMESHY-VEE  
 IHEARTMEDIAIOWA ARTSCOUNCIL  
 /IOWADEPARTMENT OFCULTURAL  
 AFFAIRSIOWA PUBLICRADIO  
 JOHNDEEREKUM &GOMEREDITH  
 MHEQUIPMENTMIDAMERICAN  
 ENERGYNATIONWIDE  
 NATURALGROCERSPELLA  
 WINDOWSANDDOORS  
 POLKCOUNTYBOARDOF  
 SUPERVISORSPRAIRIE MEADOWS  
 PRINCIPALRENEWALBYANDERSEN  
 RUANFOUNDATION TRUST  
 SILENTRIVERSTORRANCE  
 GREENSTATECREDITUNION  
 VEROVOLUNTEERLOCAL  
 VOYAFINANCIALWELLSFARGO  
 WHO-HDZIEGLERCAT







JOIN US ALONGSIDE TENS OF THOUSANDS OF GUESTS FROM JUNE 26-28, 2020 IN THE HEART OF DOWNTOWN DES MOINES TO CELEBRATE ARTS AND CULTURE IN THE HAWKEYE STATE.

**SPONSORSHIP**



AT THE DES MOINES ARTS  
FESTIVAL, WE BELIEVE IN  
CUSTOMIZING A SPONSORSHIP  
PACKAGE THAT WORKS FOR YOU!

Whether you are looking for branding or corporate giving, we have a broad selection of opportunities that include attaching your name to a project or special event. Some of these events have a longer shelf life than the three-day festival. If your goal is marketing, public relations or community giving, or a combination, we will find the right fit for your company. We'll work with you to design a package that accomplishes the goals of your business model.

Sponsorships range in price from \$2,500 for a corporate patron to the \$110,000 presenting level. We entertain both cash and in-kind inquiries and encourage participation. We're proud of our generous partners who create magical and creative experiences during the three-day festival.

**AVAILABLE BENEFITS INCLUDE:**

**Naming Rights:** Attach your company name or brand to the Festival or specialty area within the festival.

**Printed Materials:** Posters (1,000), postcards (5,000), Advertisements, and Official Program (8,500).

**Advertising:** Radio, television, online, and print.

**Website/Social Media:** Listing or brand on [desmoinesartsfestival.org](http://desmoinesartsfestival.org). Active and high volume engagement with all social media channels.

**News Releases:** News releases issued by the Festival include sponsor names according to the level of investment. Dedicated news releases issued for certain programs and levels of investment.

**Festival Program:** 8,500 printed comprehensive guides to the Festival include advertisements and advertorials for sponsors.

**Entry/Exit Towers:** Company name or brand on towers at each major Festival entrance/exit.

**Booth Space:** On-site space and infrastructure to support marketing of your brand.

**Collateral:** Your brand on support collateral for program or other assets.

**Exclusivity:** Enjoy freedom from competitors.

**Hospitality:** Enjoy the hospitality of the Silent Rivers VIP Club, one of the nation's best designed and executed VIP suites. Complimentary food and beverages, plus the best seat in the house for viewing the Hy-Vee Main Stage.





# PROGRAMS



## VISUAL ARTS

Valued as one of the most prestigious juried art fairs in the country, the Festival offers an eclectic variety of fine art and fine craft selected from a competitive jury process.



## MUSIC

Local, regional and national acts perform on the Main Stage and Roots Stage. Past headliners include The Strumbellas, Mat Kearney, Eddie Money, The Smithereens, Los Lobos, Gin Blossoms, Saint Motel, and Aaron Neville.



## PERFORMING ARTS

Dance, theatre and more perform on the streets and unexpected places. The Festival has hosted such greats as eVenti Verticali, Satyrus Jeering, Ballet Des Moines, Iowa Dance Theatre, and The Joffrey Ballet.



## FILM

Celebrating its 12th year, the Interrobang Film Festival® merges traditional film production with public screenings of features and shorts, along with talk-backs, workshops and more in keeping with the Festival's value of guest interaction.



## INTERACTIVE ARTS

Throughout the Festival, guests of all ages have the opportunity to get creative and hands-on with art, music, dance, and more! These activities are found in sponsor booths and the Creative Family Zone.



## EDUCATIONAL PROGRAMMING

Des Moines Art Center's Student Art Exhibition celebrates artists in grades K-12, exhibiting the original artwork of hundreds of students from Central Iowa schools.



## CHILDREN'S PROGRAMMING

Engaging children in the arts is an important objective because it furthers their appreciation, as well as educates. Many interactive projects are designed to stimulate children's creative process.



## COMMUNITY OUTREACH

The award-winning Community Outreach Program showcases and supports over 20 Central Iowa nonprofit organizations.



## EMERGING ARTISTS

The Emerging Iowa Artist Program provides a unique opportunity for Iowa residents currently enrolled in or recently graduated from a university, college or art school to apply for exhibit space at the Festival.



## INTERACTIVE ART PROJECT

Each year the Festival features a large-scale interactive art project that is assembled by the collective hands of the community. Past years projects have included the now-famous Billboard Project.



## SUSTAINABILITY

The Festival is committed to "reduce, reuse and repurpose" with environmentally friendly initiatives and a little creativity.



## VOLUNTEER

With over 800 volunteers engaged annually, the Volunteer Program is strategically positioned to support and enable the festival to reach its goals. Volunteer efforts are led by the Event Management Team, a dedicated volunteer group.



## ARTIST DEMONSTRATIONS

Presented by emerging and professional artists, artist demonstrations expose the creative process to festival guests.



## MERCHANDISE

The award-winning merchandise program offers a wide-range of current and fashionable original designs sold at two on-site Festival Stores and online through the Festival website.



## MEDIA ZONES

Interactive Media Zones hosted by media partners features boosted WiFi, smart phone charging stations and social media streaming.



## PATRON PROGRAM

Patrons provide a rare opportunity to engage with the Festival through individual financial and in-kind support. Festival patrons receive a wide assortment of benefits and access to exclusive events and offerings.



## VIP CLUB

The Silent Rivers VIP Club offers an incredible hospitality experience, providing the ideal location for enjoying the Festival in style and comfort.



## ART WEEK

The all-new, multi-day festival celebrating local artists debuted in 2015, designed to generate excitement for local arts culture the week leading up to the annual Festival.



## FOOD AND BEVERAGE

A wide variety of food options, paired with Iowa's craft beers, is one way to enjoy the culinary arts at the Festival. With over 20 food booths and a variety of Food Trucks, the Festival offers an eclectic mix of flavors.

Des Moines Arts Festival®  
700 Locust Street. Suite 100  
Des Moines, Iowa 50309

Stephen King, CFEE  
Executive Director  
515.286.4927 desk  
515-419-7265 cell  
sking@desmoinesartsfestival.org

Colleen Murphy  
Sponsorship Manager  
515.286.4915  
cmurphy@downtowndesmoines.com

#DMAF2020

#GoWhereItTakesYou

Facebook.com/DesMoinesArtsFestival



www.desmoinesartsfestival.org  
info@desmoinesartsfestival.org

