



A Celebration of Art and Community!

Cumberland Arts Festival

10th Annual Event

August 18, 2018 - 9 a.m. – 4 p.m.

"It all started" in 2009 when an event was created to showcase the Town of Cumberland, a community on the border of Marion and Hancock Counties. Cumberland Arts Goes to Market, now known as **Cumberland Arts Festival** became that event. The one day festival combines art, crafts, music, arts activities and food with the Cumberland Farmers Market into an eclectic event that typifies the charm of Indiana.

It's country meets city; it's beautiful paintings with fresh produce, it's lively entertainment while relaxing with friends; it's a Great Summer Day but it doesn't stop there!

Cumberland Arts Festival is more than just an arts and crafts festival. It provides value to the community in several ways. Cumberland Arts Festival -

- Increases awareness of local businesses & artists (expressed by 76% of surveyed people at 2016 festival)
- Increases sense of community (expressed by 92% of surveyed people at 2016 festival)
- Has a track record for holding a quality, family friendly event that is free and easy to attend. It has a high return rate for vendors and sponsors. Festival visitors return each year and bring their friends. The 2016 survey showed that 51% of those surveyed heard about the festival through word of mouth.

How does this happen each year? Cumberland Arts, Inc. is able to create this engaging event that has become an annual tradition because of businesses such as yours and people like you that provide funding and in kind services.

Your financial support can do two things - increase your exposure to potential new customers and assist an event that increases a sense of community pride. *

There are several different packages for sponsorship. The festival team can customize a package that provides the benefits that are most important to you, your business or organization. Contribution levels range from \$300 to \$5,000. Benefits range from appearing in the festival program to inclusion in advertising. (See page 2 for more details.) A business can choose to underwrite a specific area of the festival. You will be noted in publicity as the underwriter of that area. For example - Plein Air Art Competition - \$1,000; Interactive Art that involves everyone creating together! - \$600; Children's Bounce House - \$500; Entertainment Performance - \$300 - \$800

What sets Cumberland Arts Festival apart from other area festivals?

- Location - The festival is the only event of its kind along the East Washington Street/Highway 40 corridor linking Marion and Hancock Counties.
- Target Audience - It is a growing festival that attracts about 2,500 - 3,000 visitors from many zip codes including 46229, 46140, 46239, 46163, 46219 and 46227.
- Access - It is a family friendly event with free event admission; close parking that is free of charge; and is handicapped accessible.
- Clear Objectives –It is the goal of the festival team that the event will:
 - ✓ Contribute to the economic development of Cumberland and increase awareness of area businesses.
 - ✓ Contribute to an increase in a sense of community for festival attendees
 - ✓ Contribute to an increase of awareness of the historic identity of Cumberland.

The festival committee hopes that you will be a part of making the 10th Cumberland Arts Festival a great success. Contact Sarah Bowers (317-294-7917 or at eventchair@cumberlandarts.org) to discuss sponsor options. For more information, visit us on Facebook and at www.cumberlandarts.org. **Thank you for your consideration of our request.**

(* Confirmed by the 2016 visitor survey and event evaluation; conducted by STEAM Workgroup and funded by a grant from the Indiana Office of Tourism Development. The results supported our belief that Cumberland Arts Festival provides value to the community. The complete 2016 evaluation is available for review at www.cumberlandarts.org.)



Underwriting Options

Why do businesses and individuals support Cumberland Arts Festival?

- Some of the sponsors participate because they want to support this local event that encourages a sense of community pride.
- Some of the sponsors want to engage with a potential new client base and they find value in having their name on advertising, printed materials, Facebook, website and a booth space to promote their business.

Whatever your reasons for working with us, we will work with you to **customize a package that provides the benefits that are most important to your business**

Platinum Underwriter - \$5,000 and Above – Puts your name in front of the event name!

Also, the following benefits:

Press release announcing sponsorship; Media ads (Radio, Online, Newspaper)

Logo or name on all print materials; Logo/name and link on festival website. Multiple Facebook sponsor spotlights; Email newsletter; Festival program; Booth space to sell, sample & present your business or product

Gold Underwriter - \$3,000

Media ads (Radio, Online, Newspaper); Logo or name on all print materials; Logo/name and link on festival website; Facebook sponsor spotlight; Email newsletter; Festival program; Booth space to sell, sample & present your business or product

Silver Underwriter - \$1,000

Media ads (Newspapers); Logo or name on all print materials; Logo/name and link on festival website; Facebook sponsor spotlight; Email newsletter; Festival Program, Booth space to sell, sample & present your business or product

Bronze Underwriter - \$500

Logo or name on all print materials; Logo/name on festival website; Facebook sponsor spotlight
Weekly Newspaper ads; Email newsletter; Booth space to sell, sample & present your business or product

Event Patron - \$300

Logo or name on all print materials; Logo/name on festival website; Facebook sponsor spotlight
Email newsletter; Booth space to sell, sample & present your business or product

Other Categories - Event Fan - \$100 - \$200; Friend - \$25 - \$50

Logo or name listed in Festival Program. Facebook promotion.

If you have a special interest, you can support a specific area of your choice and choose your donation amount. (For example, Entertainment Stage- \$2,000, Special Children's Activity - \$400.00)

Contact Sarah Bowers (317-294-7917 or at eventchair@cumberlandarts.org) to discuss sponsor options.

Thank you for your consideration of support for Cumberland Arts Festival.