



A Celebration of Art and Community!

Cumberland Arts Festival 10th Annual Event

August 18, 2018 - 9 a.m. – 4 p.m.

Support from businesses and individual donors enables Cumberland Arts, Inc. to create an engaging event that is an annual tradition.

Cumberland Arts Festival is:

- An annual arts and crafts festival with the Town of Cumberland Farmers Market. It is held the third Saturday in August along Saturn Street at Cumberland Town Hall, 11501 E. Washington Street, Cumberland, IN 46229. The event name changed in 2018. Previously the event was known as Cumberland Arts Goes to Market.
- The only event of its kind along the East Washington Street/Highway 40 corridor linking Marion and Hancock Counties.
- A growing festival that attracts about 3,000 visitors from many zip codes including 46229, 46140, 46239, 46163, 46219 and 46227.
- A family friendly event with free event admission. Close parking that is free of charge. Handicapped accessible.
- The key features of the event are Unique Art and Craft Vendors, Festival Food and Food Trucks, Wonderful Fresh Produce and Market Items, Silent Auction, Activities and Entertainment.

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

- 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. We have a high return rate for vendors and sponsors. Our 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.

*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. **

We have several different packages for sponsorship and we will customize a package that provides the benefits that are most important to your business or organization. Contribution levels range from \$100 to \$5,000. Benefits range from appearing in the festival program to inclusion in advertising.

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: eventhair@cumberlandarts.org) to discuss sponsor options. For more information, visit us on Facebook and at www.cumberlandarts.org.

Cumberland Arts, Inc. is a 501 (c) (3) organization. Under the auspices of Cumberland First Baptist Church, its purpose is to promote appreciation and participation in the arts.

(A grant from the Indiana Office of Tourism Development for the 2016 festival provided the funds that allowed Cumberland Arts, Inc. to have STEAM Workgroup conduct a visitor survey and event evaluation. STEAM Workgroup results supported our belief that Cumberland Arts Goes to Market provides value to the community. The complete 2016 evaluation is available for review at www.cumberlandarts.org.)*