

Aug. 19, 2017

Sponsorship Opportunities



Tom Russo, Daily Reporter



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"It all started" when a few people decided that the Town of Cumberland and the far eastside of Indianapolis deserved an event that showcased the Farmers Market and the other good things of the area. **Cumberland Arts Goes to Market** became that event!

What is Cumberland Arts Goes to Market? It is an arts, crafts and farmers market festival that is hosted annually on the third Saturday in August by Cumberland Arts, Inc. in partnership with the Town of Cumberland. It includes an assembly of local artisans and musicians, food artisans and producers, serving an intergenerational clientele annually numbering around 3,000 visitors. **Cumberland Arts Goes to Market** celebrates its 9th year on Saturday, August 19, 2017.

Why are you contacting me? We depend on community partners for financial support and invite you to be part of the 2017 festival. If you were a sponsor last year, we hope we can count on your generous support again this year. If you are thinking about becoming a first-time sponsor, we look forward to your participation.

Why should someone invest in the community through Cumberland Arts Goes to Market? We feel that there are several reasons. The festival:

- Increases awareness of local businesses & artists (expressed by 76% of surveyed people in 2016*)
- Increases sense of community (expressed by 92% of surveyed people in 2016*)
- Provides the only event of its kind along the East Washington Street/Highway 40 corridor linking Marion and Hancock Counties.
- Promotes the appreciation of and participation in the arts within and beyond the local community. (Attendance counts spread evenly between Cumberland and nearby zip codes.)
- 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.

What kind of benefits is received by a partner?

- Some of the donors participate because they want to support this local event that encourages a sense of community pride.
- Some of our donors 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 or organization.**

For more information about Cumberland Arts Goes to Market, please visit us on Facebook and at www.cumberlandarts.org. Please send questions to eventchair@cumberlandarts.org or call Sarah Bowers at 317-294-7917. We look forward to discussing how your support can help make the ninth **Cumberland Arts Goes to Market** a great success.

Sincerely,

Cumberland Arts, Inc.

Festival Chair - Sarah Bowers 317-294-7917

Program Chair - Danielle Hartman 317-507-9828

Entertainment Chair, Staff Liaison – Rev. T. Wyatt Watkins 317-750-5873

Cumberland Arts, Inc.
501(c)(3) - 38-3901875
All funds used directly
for festival expenses.

(* 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 your review. The next page contains key elements of the event evaluation.)



Introduction

With its roots in a desire to increase the quality of life in the Cumberland and near eastside communities, the Cumberland Arts Goes to Market Festival (CAGTM) opened for its 8th year on August 20, 2016.

Difficult weather conditions (from misting rain to torrential downpours) in the Indianapolis area that day reduced the attendance to the festival, yet volunteer staff, visitors, vendors, and artists all contributed to create an engaging atmosphere in spite of the weather.

This year, an independent consulting company, STEAM Workgroup, conducted an evaluation study in concordance with Festival and Event Fast Track grant requirements from the Indiana Office of Tourism Development. CAGTM had four objectives to be measured in the evaluation:

1. Contributing to an increase in a sense of community for festival attendees
2. Contributing to an increase of awareness of the historic identity of Cumberland, Indiana for festival attendees
3. Contributing to an increase of appreciation of the historical connections of Cumberland, Indiana to the present for festival attendees
4. Contributing to the economic development of Cumberland, Indiana and east side of Indianapolis through increasing awareness of local artists and businesses

The degree to which these objectives were met or not can be seen in the evaluation findings below.

Executive Summary

Leveraging local expertise, enthusiasm, and content knowledge, survey and observational data collected show that Cumberland Arts Goes to Market (CAGTM) achieved all objectives, despite the challenges presented by a wet and rainy day.

Visitors who participated in the study (n=84) indicated increased knowledge of local and state history, increased awareness of local businesses and artists, and an increased sense of community after attending CAGTM.

The 2016 festival gave attendees a fertile space to explore Cumberland and Indiana's cultural history via history stations which were specifically designed by the all-volunteer festival executive team. Though some stations away from the main entry point had less traffic, visitors appeared to be engaging with docents and the material.

Visitors reported statistically significant gains in knowledge of state and local history, and most of those surveyed visited multiple stations despite the terrible weather. CAGTM also gave local artisans and businesses a venue to expand their client base, and those surveyed indicated very strongly that they learned about new opportunities at local businesses.

Overall, CAGTM met its objectives while encouraging community members (writ large) to engage with one another.

(This is just a part of the event evaluation. Request complete report from eventchair@cumberlandarts.org.)



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
Facebook sponsor spotlight
Email newsletter
Festival program
Booth space to sell, sample & present your business or product



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Gold Underwriter - \$2000 - \$4999

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 - \$1000 - \$1999

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





Bronze Underwriter - \$500 - \$999

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 - \$499

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



Event Fan - \$100 - \$299

Name on festival website
Email newsletter
Festival program

Event Friend - \$25 - \$99

Name on Festival Program Insert



Contact us about underwriting a special area of your choice. (For example, Entertainment Stage, Special Activity, Music Performer, Artist Appearance)
(Underwriting partner level will determine choice of special area.)

Cumberland Arts Goes to Market - Aug. 19, 2017 Festival Underwriting Partner Registration Form

Business or Individual Name _____
(as you want it to appear in program and promotion materials)

Address & Zip Code _____

Phone _____ Fax _____

Contact Name _____

Primary Phone - Cell _____, Other _____

Email Address _____ Company Website _____

Business Description _____

Donation Amount: \$ _____

Platinum Underwriter - \$5,000 and Above

Gold Underwriter - \$2000 - \$4999

Silver Underwriter - \$1000 - \$1999

Bronze Underwriter - \$500 - \$999

Event Patron - \$300 - \$499

Event Fan - \$100 - \$299

Friend - \$25 - \$99

Indicate if you want to use your gift to underwrite a special area of your choice, such as Entertainment Stage, Children's Activity, Musical Performance or other opportunity.

Yes _____ No _____

(Designation reflective of underwriting partner level.)

Indicate if you are a \$300 level or higher partner and want free booth space at the festival.

Yes _____ (Registration can be done online. A code will be provided to reserve booth space.) No _____

Thank you for your support!

Email this form to Sarah Bowers at eventchair@cumberlandarts.org or send it to Cumberland Arts, Inc., Sarah Bowers, Cumberland First Baptist Church, 116 S. Muessing Street, Cumberland, IN 46229.

In order to meet marketing deadlines, please send us your completed form by May 30, 2017.

Checks are made payable to Cumberland Arts, Inc.
Cumberland Arts, Inc. ATTN: Sarah Bowers
Cumberland First Baptist Church
116 S. Muessing St., Cumberland, IN 46229
Credit Cards also accepted.

For office use only:

Paid _____

Date _____
