



The New American Arts Festival

2021 SPONSORSHIP OPPORTUNITIES

The New American Arts Festival is a week-long free event in the center of the Aurora Cultural Arts District. This second annual festival is a multiple genre celebration of vibrant performance art by local artists.

September 11-18
6 walkable venues
50 + performances
200 artists & organizations
3,000+ attendees

Festival sponsors will reach 190,000+ online, print and radio media impressions. New American Arts Festival- Where Diversity is Inclusive.



PRESENTING SPONSOR (1) \$10,000

- Presenting recognition on all marketing materials and media coverage
- Company banner and exclusive marketing opportunities at every venue
- Speaking opportunity at opening ceremony
- 10x20 company booth at every performance
- Company marketing flyer distributed at every performance
- Company name included in social media marketing and event details
- Three social media posts as presenting sponsor
- 20 passes to exclusive VIP happy hour reception



GOLD SPONSOR (4) \$2,500

- Logo recognition on all marketing materials
- Opportunity to introduce one main stage event
- Company banner at Fletcher Plaza
- 10x20 booth space at two desired program locations
- 10 passes to exclusive VIP happy hour reception
- One social media post as Gold Sponsor



SILVER SPONSOR (8) \$1,000

- Logo recognition on all marketing materials
- 10x20 booth space at one desired program location
- 6 passes to exclusive VIP happy hour reception



BRONZE SPONSOR (unlimited) \$500

- Name recognition on all marketing materials
- Inclusion in social media event information
- 2 passes to exclusive VIP happy hour reception



New American Arts Festival Sponsorship Levels

Marketing Benefits	Presenting \$10,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Name on website	Clickable logo	Clickable logo	X	X
Recognition on marketing materials	Logo	Logo	Logo	Name
Social media recognition	3 posts	1 post	Inclusion on event page	Inclusion on event page
Passes to VIP reception*	20	10	6	2
10x 20 booth	All events	2 events	1 event	
Company banner at Fletcher Plaza	X	X		
Speaking opportunity	Opening ceremonies	Introduce one event		
Distribute company flyer	All events			
Media coverage	X			

CONTACT

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