



Sidewalk Art Festival 2020

Downtown Bangor Partnership brings back the Sidewalk Art Festival July 11th, 2020.

Last year the Downtown Bangor Partnership revived the Sidewalk Art Festival that had been dormant for almost a decade. With estimated attendance nearing 4,000 in it's first year, it is safe to say people were ready for its return. This year will see the return and expansion of the popular elements from last year including demonstrations, live drawing, and a Children's Area, not to mention The Partnership is continuing its popular mural project.



Sole Presenting Sponsor (exclusive) \$3,500

The Premier event sponsor. Official branding of all Sidewalk Art Festival activities including Demonstration Tents and Children's Area.

- Event listed as presented by
- Company banner on stage
- Exclusivity in category
- Top billing in all marketing materials
- Primary logo placement on all signage and banners at the event, event poster, emails, program , advertisements, press releases
- Logo and web link on DBP website, event homepage and event sponsor page for 1 year
- Recognition during event and opportunity to make remarks
- 10x10 tent at event
- Ten+ social network tags (Facebook & Twitter)
- Plus much more



Inquiries can be made to:
Betsy Lundy · betsy.lundy@bangormaine.gov · (207) 992-4234



Sidewalk Art Festival 2019

(continued)

Stage Sponsor \$1,000 (2 available)

Supports the infrastructure and programming for one of the two stages

- Inclusion in all marketing materials
- Company banner on stage
- 10x10 tent at event
- Secondary logo placement on all signage and banners at the event, event poster, emails, program, advertisements, press releases
- Logo and web link on DBP website, event homepage and event sponsor page for 1 year
- Recognition during event
- 5+ social network tags (Facebook & Twitter)

Demonstration Tent Sponsor \$1,000 (1 available)

Sole sponsor of demonstration tent. Sponsorship funds all infrastructure, programming materials and promotion of the Demo Tent.

- Naming of Demonstration Tent (The "sponsor name" Demonstration Tent)
- Logo on all signage and banners for Demonstration Tent
- Logo and web link on DBP website, event homepage and event sponsor page for 1 year
- Secondary logo placement on event posters, programs, advertisements, press releases and emails
- Business name and logo on all press releases
- 10x10 tent at event
- 5+ social network tags (Facebook & Twitter)

Business Sponsor \$200 (Unlimited)

Sponsorship aids in general execution of the event logistics, advertising and materials.

- Logo and web link on DBP website, event homepage and event sponsor page for 1 year
- Business name and logo on all press releases and programs
- 5+ social network tags (Facebook & Twitter)

Children's Area Sponsor \$1,000 (1 available)

Sole sponsor of the Children's Area. Sponsorship funds all activities, materials and promotion of the Children's Area

- Naming of Children's Area (The "sponsor name" Children's Sidewalk Art Festival)
- Logo on all signage and banners for Children's Area
- Logo and web link on DBP website, event homepage and event sponsor page for 1 year
- Secondary logo placement on event posters, programs, advertisements, press releases and emails
- 5+ social network tags (Facebook & Twitter)

Jury Award Sponsor \$1,000 (1 available)

Sole sponsor of the Jury Awards Sponsorship funds awards given to vendors

- Naming of Jury Award (The "sponsor name" award for...)
- Secondary logo placement on all signage and banners at the event, event poster, emails, program, advertisements, press releases
- Logo and web link on DBP website, event homepage and event sponsor page for 1 year
- 5+ social network tags (Facebook & Twitter)

Individual Sponsor \$100 (Unlimited)

Sponsorship aids in general execution of the event logistics, advertising and materials.

- Name DBP website, event homepage and event sponsor page for 1 year
- Name on all press releases and programs

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