

## Sponsorship Opportunities

November 20-21, 2021

Durham Art Walk Holiday Market features the artwork of local artists displaying and selling their work in venues throughout downtown Durham. The third weekend in November is an optimal time for visual artists to showcase and sell their work leading up to the holiday season and gift-giving. The Durham Art Walk Holiday Market 2021 will also include music and local food trucks.

### PRESENTING LEVEL

\$10,000+ Cash

- Naming rights on the event – “sponsored by YOUR BUSINESS NAME” on all outgoing publicity.
- Personalized video created by your business for presentation on DAC’s social media channels, newsletter, individual emails about this event, and in boosted Facebook event page
- Employee option for volunteerism in business provided logo shirts (DAC will provide volunteer lanyards).
- Sponsor Logo on event program
- Sponsor Logo, Name, and Link on Durham Arts Council website ([durhamarts.org](http://durhamarts.org))
- Inclusion in all print and advertising.
- Name and Logo inclusion in Durham Art Walk Holiday Market promotional email blasts (at least 2 to nearly 14,000 subscribers).
- Opportunity to host a promotional booth to share information and branded items.
- Opportunity to provide branded face masks to event attendees (at your expense).
- May display two banners on event site.
- 2 dedicated social media posts in addition to personalized video (over 20,800 followers across 3 platforms)

### OUTDOOR MARKET LEVEL

\$5,000 Cash

- Sponsor Logo on event program
- Sponsor Logo, Name, and Link on Durham Arts Council website ([durhamarts.org](http://durhamarts.org))
- Inclusion in selected print and advertising
- Inclusion in Durham Art Walk Holiday Market promotional email blasts (at least 2 to nearly 14,000 subscribers)
- Opportunity to host a promotional booth to share information and branded items
- Opportunity to provide branded face masks to event attendees (at your expense)
- May display one banner on event site
- 2 dedicated social media posts (over 20,800 followers across 3 platforms)

### MEDIA PARTNERS

\$2,500 Cash or comparable in-kind goods or services

- Sponsor Logo on event program
- Sponsor Logo, Name, and Link on Durham Arts Council website ([durhamarts.org](http://durhamarts.org))
- Inclusion in selected print and advertising
- Inclusion in Durham Art Walk Holiday Market promotional email blasts (at least 2 to nearly 14,000 subscribers)

## Durham Art Walk Holiday Market

Presented by Durham Arts Council

- Opportunity to host a promotional booth to share information and branded items
- 1 dedicated Social Media Post (over 20,000 followers across 3 platforms)

### GRAPHIC DESIGN PARTNER

- Sponsor Logo on event program
- Sponsor Logo, Name, and Link on Durham Arts Council website ([durhamarts.org](http://durhamarts.org))
- Inclusion in Durham Art Walk Holiday Market promotional email blasts (at least 2 to nearly 14,000 subscribers)
- Opportunity to host a promotional booth to share information and branded items
- 1 dedicated Social Media Post (over 20,000 followers across 3 platforms)

### PERFORMANCE LEVEL

\$1,500 Cash (in-kind available at event discretion)

- Sponsor Logo on event program
- Sponsor Logo, Name, and Link on Durham Arts Council website ([durhamarts.org](http://durhamarts.org))
- Inclusion in Durham Art Walk Holiday Market promotional email blasts (at least 2 to nearly 14,000 subscribers)
- Opportunity to host a promotional booth to share information and branded items (cash payment only)
- Inclusion in one group Social Media Post (over 20,000 followers across 3 platforms)

### ARTS ADVOCATE LEVEL

\$750 Cash or comparable in-kind goods or services

- Sponsor Logo on event program
- Sponsor Logo, Name, and Link on Durham Arts Council website ([durhamarts.org](http://durhamarts.org))
- Inclusion in Durham Art Walk Holiday Market promotional email blasts (at least 2 to nearly 14,000 subscribers)
- Inclusion in one group Social Media Post (over 20,000 followers across 3 platforms)

### ON-SITE LEVEL

\$500 cash or comparable in-kind goods or services

- Sponsor Logo on event program
- Sponsor Logo, Name, and Link on Durham Arts Council website ([durhamarts.org](http://durhamarts.org))
- Choice of:
  - Opportunity to host a promotional booth to share information and branded items (cash payment only)
  - OR**
  - Inclusion in Durham Art Walk Holiday Market promotional email blasts (at least 2 to nearly 14,000 subscribers) AND Inclusion in one group Social Media Post (over 20,000 followers across 3 platforms)

### COMMUNITY LEVEL

\$350 Cash or comparable in-kind goods or services

- Sponsor name on event program
- Sponsor Logo, Name, and Link on Durham Arts Council website ([durhamarts.org](http://durhamarts.org))
- Inclusion in one group Social Media Post (over 20,000 followers across 3 platforms)