47th Annual
September 17-18, 2022
In the Heart of Downtown Durham
www.durhamarts.org/centerfest

The Bull City’s Largest Community Festival and NC’s Longest Running Outdoor Street Arts Festival
Become a Sponsor

GOOD FOR THE COMMUNITY
GOOD FOR BUSINESS

Learn more about aligning your business with CenterFest Arts Festival. Your association with Durham’s largest signature cultural festival, and NC’s longest-running outdoor arts festival can help reach and impact 35,000+ educated, affluent and culturally-savvy attendees and create brand experiences in a non-traditional way. Sponsorship packages include many tangible and actionable rights and benefits.

To learn more about the advantages of event marketing through your sponsorship of CenterFest Arts Festival contact:
Sherry DeVries, Executive Director | Susan Tierney, Artist Services Manager
sldevries@durhamarts.org | stierney@durhamarts.org

- Achieve marketing & communications objectives
- Underscore community commitment & social responsibility
- Receive positive media relations
- Attract customers & generate leads
- Engage Employees
- Entertain Clients
About Durham, NC

CenterFest Arts Festival is showcased in the heart of downtown Durham, a vibrant, diverse, authentic and fast-growing city/county of approximately 290,000. Durham is part of the larger Research Triangle region of North Carolina, with a metro population of well over 1,200,000. The area is a center for education, research, health care and technology industries that require a strong cultural, educational and entertainment base to attract qualified employees. A recent 2018 national study cites Durham as #7 in U.S. mid-size cities for arts vibrancy.

Durham is vibrant, diverse, authentic….FUN!
What's Inside

- Festival Analytics & Demographics
- Did You Know
- CenterFest Advertising & Promotion
- Sponsorship Opportunities & Benefits
- Contact Information
Festival Analytics

47 YEAR HISTORY

RANKED IN TOP 100 FINE ART & FINE CRAFT FESTIVALS
SUNSHINE ARTIST (pre-pandemic)

120 VISUAL ARTISTS

70 PERFORMING ACTS

Gender
- 59% Female
- 38% Male
- 3% Trans/Other

Education
- 43% Undergrad/Graduate Degree
- 15.4% Some College/University

Approximately 35,000 Visitors

32% Household Income Over $50K
16.4% Over 100K

Social Media Followers & E-News Subscribers

37,000+

Ages
- 37% 21-34
- 31% 35-49
- 26% 50+

Household Income
- 15.4% Over $50K
- 37% Over $100K

32% Income Over $50K
37% Income Over $100K
Did You Know

CenterFest was launched originally as the Triangle Festival of Crafts in 1972.

CenterFest is North Carolina's longest running juried outdoor arts festival!

Durham's own Jazz songstress and six-time Grammy nominated artist, Nnenna Freelon performed at CenterFest in 1992 just after the release of her first album.

Over 100 visual artists in painting, woodworking, jewelry, mixed media, and pottery are featured at CenterFest each year!
Centerfest Advertising & Promotion Campaign

- Billboards and Rack Cards in 22 regional retail stores & grocery stores – 1 month
- Sponsor recognition in CenterFest event printed program – 20,000 distributed in pre-event Sunday edition of Herald-Sun and News & Observer newspapers + plus onsite copies to festival visitors
- Sponsor recognition in CenterFest Poster displayed in prominent Durham locations
- Sponsor recognition in CenterFest Flyers and Handbills distributed in prominent Durham locations
Over 100 visual artists in painting, woodworking, jewelry, mixed media, and pottery are featured at CenterFest each year!

Centerfest Advertising & Promotion Campaign

**OOH**
- Mobile Ads – Geo Targeted to key Triangle venues, events, locations – 200,000 impressions
- Yard/Road Signs displayed in 250 high-traffic intersections – 1 month

**DIGITAL**
- In-app digital ads with key media partners
- Digital Banner Ads in key regional publications – over 55,000 impressions
### Centerfest Advertising & Promotion Campaign

<table>
<thead>
<tr>
<th>RADIO &amp; TV</th>
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<tbody>
<tr>
<td>- Radio paid and PSA ad flights on 3 stations – over 154 spots</td>
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<tr>
<td>- Paid and PSA TV Ad flights on 3 regional TV networks/stations</td>
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<td>- Paid ads on targeted Spectrum tv channels – 170,000 impressions</td>
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<tr>
<th>PUBLIC Relations</th>
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<tr>
<td>- Inclusion in City of Durham and Durham County e-news to citizens</td>
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<tr>
<td>- Inclusion in key civic partner e-newsletters – Discover Durham, Downtown Durham Inc., Greater Durham Chamber of Commerce</td>
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<td>- Social media boosts and shares from community partners</td>
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<td>- News articles in key regional print and digital publications</td>
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<td>- Extensive calendar listings and highlights in over 100 regional media outlets</td>
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Sponsorship Opportunities

CENTERFEST PRESENTING SPONSOR ‘THE BIG BULL’ $25,000

CENTERFEST 'INCREDI-BULL' SPONSOR $15,000
CENTERFEST 'WONDER-BULL' SPONSOR $10,000
CENTERFEST 'LOVE-A-BULL' SPONSOR $5,000
CENTERFEST 'ADMIRA-BULL' SPONSOR $2,500-4K
CENTERFEST 'ENJOYA-BULL' SPONSOR $1,500-2,499
CENTERFEST 'PROMOTA-BULL' SPONSOR

Media Partners $1,000 in-kind minimum
## Sponsor Levels and Benefits

### SPONSOR LEVEL INVESTMENT

**CENTERFEST ARTS FESTIVAL ASSET**

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<td>Title on CenterFest as Presenting Sponsor</td>
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<td>Sponsor Category Exclusivity</td>
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<td>Title/Logo Recognition in CenterFest TV ads</td>
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<td>Logo Recognition in CenterFest TV ads</td>
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<td>Branded QR Code Promotion Onsite/Designated Site Signage</td>
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<td>Company Logo in Rotating Banner on Event App</td>
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<td>Sponsor Company Logo on CenterFest Large format Print Ads</td>
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<td>Sponsor Company Logo on CenterFest T-shirts</td>
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<td>Sponsor Company Title on Main Stage</td>
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<td>Sponsor Company Title on 1 Feature Stage or Activity Area</td>
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<td>Sponsor Company Title on a Feature Artist Award</td>
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<td>Onsite Exhibit Booth - 30,000 expected attendance</td>
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<td>Product Sampling &amp; Sales at Exhibit Booth</td>
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<td>Sponsor Company Banner onsite - designated Entrances, Stages</td>
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<td>Sponsor Company Tags Link on CenterFest website sponsor page</td>
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<td>Sponsor Company Tag Link on CenterFest home page</td>
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<td>Sponsor Company Logo Listing in CenterFest Printed Program - 20,000 print runs distributed via local newspapers/Chapel Hill &amp; News Observer &amp; onsite at festival</td>
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<td>Sponsor Company Name Listing on CF printed program sponsor page</td>
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<td>Sponsor Company Logo on CenterFest Poster</td>
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### Additional Benefits

- Sponsorship of a Sponsor Feature Profile in WDC E-News “Art Venue” - 15,000+ subscribers
- Dedicated Sponsor Post with logo/talk in CenterFest Social Media (content provided by sponsor; approved by CF) 20,000+ followers
- Sponsor Recognition in CenterFest Facebook Events
- Inclusion in Top Tier sponsor group post in CenterFest Social Media
- Inclusion in Sponsor group post in CenterFest Social Media
- Inclusion in VIP Green Room Branding with Staff/Officials, Community Leaders, Sponsors
- MP Pads - T-shirts, Food/Swag, Tickets, Parking Passes

### Rotating Stage Announcements recognizing sponsors

|          | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * |
CenterFest Arts Festival is committed to offering our supporters valuable and effective sponsorship packages. A customized sponsorship package will be developed to fit your company’s individual needs.

Sponsorship packages range from $1,000 to $25,000. The following opportunities are a sample of what is available:

- **Tickets & Hospitality Passes**
- **Branded QR Code Promotions Onsite**
- **Branded Selfie Stations**
- **Award/Stage Announcements with Sponsor Features**
- **High-traffic placement**
- **High-visibility booth signage**
- **Sampling and couponing availability**
- **Cross promotional opportunities**
ON & OFF SITE ACTIVATIONS

In addition to your own space at CenterFest, the event provides several opportunities for multiple location signage to remind patrons of your brand. Depending on your commitment, your logo will be seen on-site via:

- CenterFest Collateral Materials
- Specialty Booths
- Credentials & Tickets
- Entry/Exit Arches
- Custom Banners

ROBUST ADVERTISING CAMPAIGN

Depending on your level of investment, your message will be seen during CenterFest promotional periods as well as on-site, through a variety of media: Television; Print; Out of Home; Online & Local Radio; Digital Networks; Social Media; Festival Website; Public Relations; Google Advertising, GeoFence target ads.
**ADDITIONAL CENTERFEST PERKS**

**EXCLUSIVITY**
Depending on your level of investment, your company or name of brand will enjoy freedom from competitors.

**PRE AND POST EVENT PRINTED & DIGITAL MATERIALS**
Durham Arts Council, producer and host of CenterFest, has made a name for itself in the North Carolina community for not only putting on a great festival event, but also for its dedication to year-round arts programming. Sponsors at select levels will receive inclusion in flyers and invites for general CenterFest and Durham Arts Council promotions, including VIP events and gallery receptions.

**NEWS RELEASES**
News releases issued by CenterFest include sponsor names according to the level of investment. Dedicated news release issued for certain levels of investment.

**VIP PERKS**
Including VIP Passes, T-Shirts, Food/Beverage tickets, event swag, parking passes, and invitation to the popular CenterFest VIP Sunday Brunch and VIP Festival Tour with Elected Officials, Community Leaders and fellow sponsors!
To learn more about the advantages of event marketing through your sponsorship of CenterFest Arts Festival contact:

Susan Tierney, Artist Services Manager
stierney@durhamarts.org
or
Sherry DeVries, Executive Director
sldevries@durhamarts.org

Visit us at www.durhamarts.org/centerfest
About the Durham Arts Council

The Durham Arts Council is a 501(c)(3) nonprofit and local arts agency dedicated to supporting the arts in Durham and the entire Triangle Region in North Carolina and has served the community since 1954. Each year DAC serves over 400,000 visitors and program participants, over 2,000 artists, and more than 300 arts and cultural organizations through classes, artist residencies, exhibits, festivals, grants programs, technical support, creative economy initiatives, arts advocacy, and information services.

Durham Arts Council, Inc. is a catalyst in the cultural development of Durham - it leads, inspires, and promotes excellence in and access to the creation, experience, and active support of the arts for all the people of our community. For more information call 919.560.ARTS(2787) or visit our website at www.durhamarts.org.