

Sponsorship Opportunities

November 19-20, 2022

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 2022 will also include music and local food trucks.

OUTDOOR MARKET LEVEL

\$5,000 Cash

- Sponsor Logo on event program
- Sponsor Logo, Name, and Link on Durham Arts Council website (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)
- 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 (only with cash sponsorship)
- 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)
- 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 info and branded items (only with cash sponsorship)
- 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

Durham Art Walk Holiday Market

Presented by Durham Arts Council

- Sponsor Logo, Name, and Link on Durham Arts Council website (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)
- 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)
- Inclusion in one group Social Media Post (over 20,000 followers across 3 platforms)