



49TH ANNUAL
CENTERFEST
ARTS FESTIVAL

PRESENTED BY THE DURHAM ARTS COUNCIL

SEPT 21 & 22 • SAT 10-6 • SUN 11-5

49th Annual

September 21-22, 2024

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 |
sdevries@durhamarts.org



Achieve marketing & communications objectives



Underscore community commitment & social responsibility



Receive positive media relations



Attract customers & generate leads



Engage Employees

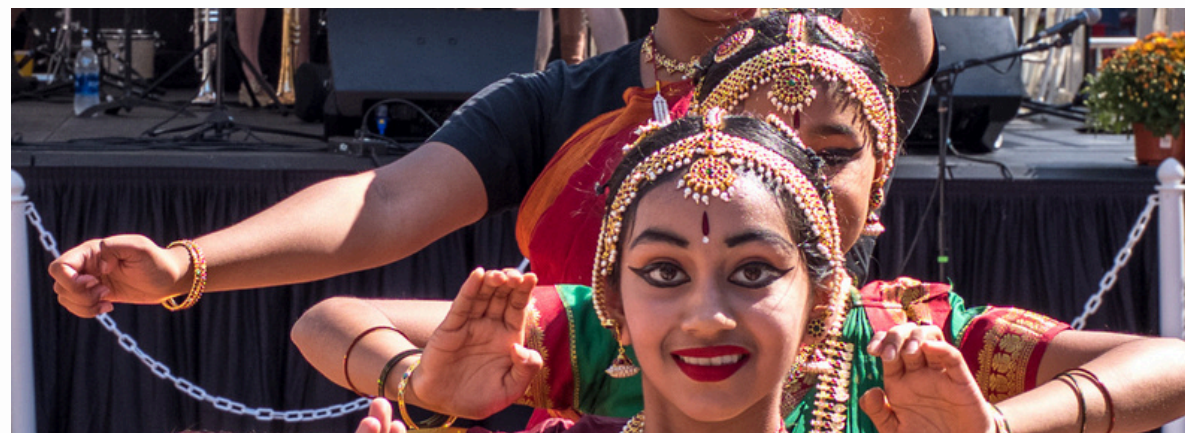


Entertain Clients

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



THE DURHAM ARTS COUNCIL PRESENTS THE 48TH ANNUAL
CENTERFEST
2023 DOWNTOWN
 DURHAM
ARTS FESTIVAL
 SEPTEMBER 16 & 17 • SAT 10-6 • SUN 11-5

FESTIVAL ANALYTICS



Ranked the #1 Fine Arts Festival in North Carolina and #59 Nationally!



Featured over 100 visual artists and booths from nine states!



Nearly 35,000 attendees over two full days!



273% Increase in Unique Visitors to DAC Website week leading up to CenterFest (peaked at 6,235 on day one of Festival)

DEMOGRAPHIC METRICS

AGE

5% <21; 46% 22-49; 49% >50

GENDER

68.4% Female; 27.6% Male;
4% Non-binary

EDUCATION

8% high school;
29% undergraduate degree;
58% graduate degree

MARITAL STATUS

41% single/other;
59% married/domestic partner

HOUSEHOLD INCOME

66% over \$50K a year;
43% over \$100K a year

EMPLOYMENT

51% full-time; 3% part-time;
12% student; 24% retired

SOCIAL MEDIA METRICS



13,780 "Reached"
(+87% vs prior month)

9,002 "Likes"
(+65% vs prior month)

10,392 "Followers"
(+48% vs prior month)

1,842 "Page Visits"
(+272% vs prior month)



12,012 "Reached"
(+87% vs prior month)

51,797 "Impressions"
(+292% vs prior month)

1,786 "Profile Visits"
(+288% vs prior month)

2,018 "Profile Activity"
(+222% vs prior month)

Data reflects social media activity between 8/23/23 and 9/22/23



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!

Did You Know

Centerfest Advertising & Promotion Campaign

PRINT

- Ads in print publications: including Durham Magazine, Herald-Sun Newspaper News & Observer Newspaper, Indy Week
- 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

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

pottery are featured at CenterFest each year

RADIO & TV

- Radio paid and PSA ad flights on 3 stations – over 154 spots
- Paid and PSA TV Ad flights on 3 regional TV networks/stations
- Paid ads on targeted Spectrum tv channels – 170,000 impressions

PUBLIC Relations

- Inclusion in City of Durham and Durham County e-news to citizens
- Inclusion in key civic partner e-newsletters – Discover Durham, Downtown Durham Inc., Greater Durham Chamber of Commerce
- Social media boosts and shares from community partners
- News articles in key regional print and digital publications
- Extensive calendar listings and highlights in over 100 regional media outlets

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

SPONSORSHIP OPPORTUNITIES - CENTERFEST ARTS FESTIVAL										
	CENTERFEST PRESENTING SPONSOR - THE BIG BULL	CENTERFEST INCREDI-BULL SPONSOR	CENTERFEST WONDER-BULL SPONSOR	CENTERFEST LOVE-A-BULL SPONSOR	CENTERFEST ADMIRA-BULL SPONSOR	CENTERFEST ENJOY-A-BULL SPONSOR	CENTERFEST PROMOTE-A-BULL MEDIA SPONSOR	CENTERFEST PARTNERS	CENTERFEST FRIENDS	CENTERFEST FANS
	1 Available	3 Available	5 Available				IN-KIND MINIMUM			
SPONSOR LEVEL INVESTMENT	\$ 25,000	\$ 15,000	\$ 10,000	\$ 5,000	\$ 2,500	\$ 1,500	\$ 1,000	\$ 500	\$ 250	DONATIONS UP TO \$249
CENTERFEST ARTS FESTIVAL ASSET										
Title on CenterFest as Presenting Sponsor	*									
Sponsor Category Exclusivity	*	*								
Title/Logo Recognition in CenterFest TV ads	*	*								
Logo Recognition in CenterFest TV ads	*	*								
Branded QR Code Promotion Onsite/Designated Site Signage	*	*	*							
Sponsor Company Logo on CenterFest Large format Print Ads	*	*								
Sponsor Company Logo on CenterFest T-Shirts	*	*	*	*						
Sponsor Company Title on Main Stage	*									
Sponsor Company Title on 1 Feature Stage or Activity Area		*	*							
Sponsor Company Title on a Feature Artist Award	*	*	*	*						
Onsite Exhibit Booth - 35,000 expected attendance	*	*	*	*	*	*				
Product Sampling & Sales at Exhibit Booth	*	*	*	*	*					
Sponsor Company Banners onsite - designated Entrances, Stages	5	4	3	2	2	1	1			
Sponsor Company Logo/Link on CenterFest website sponsor page	*	*	*	*	*	*	*			
Sponsor Company 100 word description - on CF website sponsor page	*	*	*	*						
Sponsor Company Logo/Link Featured on CenterFest Home page	*	*								
Sponsor Company Name Listing on CenterFest sponsor web page								*	*	
Sponsor Company Logo/Listing in CenterFest Printed Program - 20,000 print run; distributed via Herald Sun Durham/Chapel Hill & News & Observer & onsite at festival	*	*	*	*	*	*	*			
Sponsor Company 100 word description - on printed program sponsor page	*	*	*							
Sponsor Name Listing on CF printed program sponsor page								*	*	
Company Logo on CenterFest Poster	*	*	*	*						
1 Sponsor Company Feature Profile in DAC E-News "Art Vibes" - 15,000+ subscribers	*	*	*							
Dedicated Sponsor Post with Logo/Link in CenterFest Social Media (content provided by sponsor; approved by CF) 20,000+ followers	*	*	*							
Sponsor Recognition in CenterFest Facebook Boosts	*	*								
Inclusion in Top Tier sponsor group post in CenterFest Social Media	*	*	*	*						
Inclusion in Other sponsors group post in CenterFest Social Media				*	*	*				
Invitation to VIP Sunday Brunch onsite with Elected Officials, Community Leaders, Sponsors	*	*	*	*	*	*	*			
VIP Packs - T-Shirts, Food/Bev tickets, Parking Passes	20	16	14	12	10	8	6	4	2	



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:

ON-SITE ACTIVATIONS

- 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:

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.