DURHAM ART WALK

HOLIDAY MARKET

SPONSOR OPPORTUNITIES

Be a Champion for the Arts this Holiday Season and become an Art Walk Sponsor!

The Durham Art Walk Holiday Market offers outstanding visibility and sponsor benefits. Your branding will appear on promotional materials, social media, and onsite displays, reaching an estimated 5,000 visitors. The work of over 200 artists at 13 downtown sites is featured.

This is a unique opportunity to engage directly with potential customers while supporting Durham's vibrant arts community. Not only will your sponsorship enhance your brand, but it will also make a lasting impact on local artists—especially as we encourage holiday shoppers to buy gifts that celebrate local creativity and craftsmanship!

ART WALK PRESENTER

$5,000

Print/Festival

- Exclusive recognition as “Festival Presenter”
- **Promotional exhibit table for both festival days**
- Logo on event program
- One company branded banner onsite
- Two branded A-frames onsite
- Inclusion on Art Walk advertising
- Inclusion on Art Walk Passport
- Six raffle tickets for a chance to win artsy prizes

Digital

- Inclusion promotional emails (10,000+ subscribers)
- Logo, Name, and Link on Durham Arts Council website
- Dedicated social media posts (20,000+ followers)

ART WALK MAIN STAGE SPONSOR

$2,500

Print/Festival

- **Promotional exhibit table for both festival days**
- Logo on event program
- One branded A-frame onsite near the stage area
- Inclusion on Art Walk advertising
- Inclusion on Art Walk Passport
- Five raffle tickets for a chance to win artsy prizes

Digital

- Inclusion promotional emails (10,000+ subscribers)
- Logo, Name, and Link on Durham Arts Council website
- Dedicated social media posts (20,000+ followers)

ART WALK CHAMPION

$1,500

Print/Festival

- **Promotional exhibit table for both festival days**
- Logo or name on event program
- Inclusion on Art Walk advertising
- Inclusion on Art Walk Passport
- Four raffle tickets for a chance to win artsy prizes

Digital

- Inclusion promotional emails (10,000+ subscribers)
- Logo, Name, and Link on Durham Arts Council website
- Inclusion in social media posts (20,000+ followers)

ART WALK SUPPORTER

$500

Print/Festival

- Logo or name on event program
- Three raffle tickets for a chance to win artsy prizes

Digital

- Inclusion promotional emails (10,000+ subscribers)
- Logo, Name, and Link on Durham Arts Council website
- Inclusion in social media posts (20,000+ followers)

ART WALK FRIEND

$250

Print/Festival

- Logo or name on event program
- Two raffle tickets for a chance to win artsy prizes

Digital

- Logo, Name, and Link on Durham Arts Council website

SIPS AND SNACKS PARTNER

DAC is excited to spotlight Durham's incredible restaurants, cafés, breweries, and food entrepreneurs as official Sips & Snacks Partners.

Walk-Up Window (On-Site or Nearby Restaurants) $175

- Activate your existing location if you are within the market footprint.
- Serve festival-friendly menus through a dedicated window or quick-service setup
- Utilize increased foot traffic and DAC promotion

Digital/Print Benefits

- Logo placement in the Program
- Logo on sponsor page
- Recognition in Art Vibes (Enews)
- Social Media Group Sponsor Posts/Story

ART WALK PASSPORT

This fun and festive activity encourages attendees to visit sponsor tables, participate in activities, and collect stamps along the way. All who complete their passport will receive one raffle ticket to win an artsy prize.

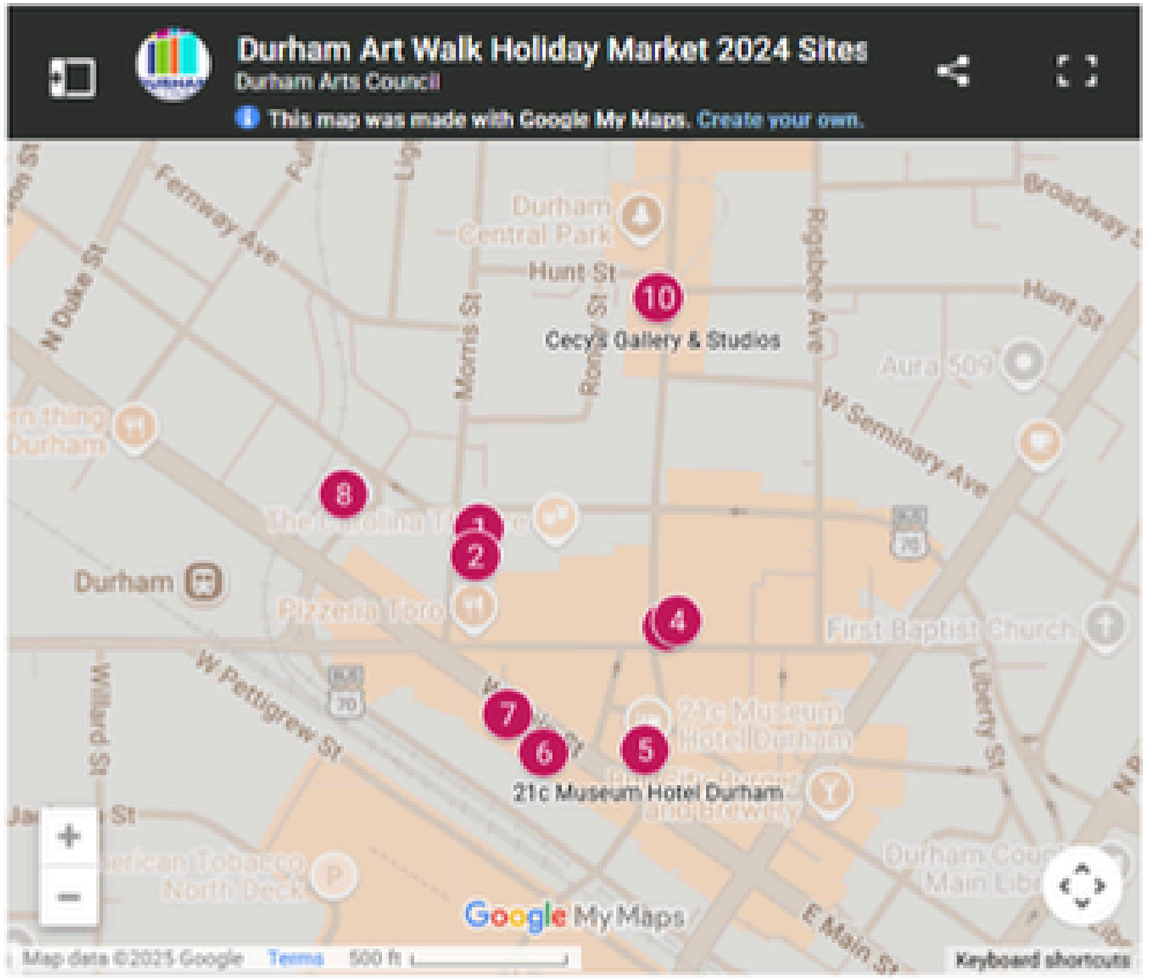
How It Works:

1. **Pick Up Your Passport:** Pick up an Art Walk Passport at any info booth or sponsor table.
2. **Visit Tables:** Stop by each sponsor table and designated sites (marked on the event map) and collect stamps.
3. **Engage with Sponsors & Artists:** Each stop may offer giveaways, exclusive promotions, or a fun activity that adds extra cheer to the shopping experience.
4. **Submit Your Completed Passport:** Once your passport is fully stamped, return it to the info booth in exchange for a chance to enter a drawing for artsy prizes.

Other Stamp Opportunities:

- Sign up for the DAC newsletter and receive a bonus stamp! Stay connected with the Durham Arts Council to hear about upcoming events, artist showcases, and other exciting opportunities.
- Spread holiday joy by taking a festive photo at one of our holiday photo spots. Share on social media using the hashtag **#DurhamArtWalk**, and show your post at the info booth for a bonus stamp.

The passport initiative encourages visitors to engage with sponsors, enhances foot traffic, and creates an interactive, holiday-themed experience for everyone, especially kids!



- 1 & 2. Durham Arts Council & Outdoor Market
- 3. Through This Lens
- 4. Artisan Market at 305
- 5. 21c Museum Hotel Durham
- 6 Sh*t Diana Makes
- 7. Exotique LLC
- 8. Museum of Durham History
- 9. Hamilton Hill Jewelry
- 10. Cecy's Gallery & 2.0
- 11. Liberty Arts Sculpture Studio & Foundry

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ART WALK STATS

- Instagram and Facebook 20,000 Followers
- Art Vibes (Enews) 10,000 Subscribers
- 7,000 Festival Attendees

SUPPORT ART WALK TODAY!

Please reach out to Laura Montgomery, lmontgomery@durhamarts.org or 919-560-2707 with questions.

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.**