

grand haven ART FESTIVAL

presented by
The Chamber
of Commerce

Saturday, June 27 & Sunday, June 28 | 10am-5pm

The Grand Haven Art Festival (GHAF) is a community event inviting nearly 100 juried artists from across the country to transform Washington Avenue into a chic, outdoor, art gallery. Residents and visitors from Grand Rapids, Chicago, Detroit and more, visit the annual Grand Haven Art Festival looking to purchase that perfect piece of art for their homes, cottages and offices while enjoying live music, kids activities, food vendors, and FUN!

QUICK STATS

- Top 200 Best Show– Sunshine Artists Magazine
- Ranked number 27
- 2 Day event
- Community Stage hosted by Courtyard Concerts
- Family Fun Day Kids Activity
- 100 artists from across the country
- 15,000-20,000 visitors
- Food Vendors
- FREE Admission



FAMILY FUN DAY

Held on the Saturday of the Grand Haven Art Festival, from 10am-2pm. A free arts and crafts activity area for children attendees and their families. Activity booths see over 500 children during the four hour time period.

MARKETING

Heavy marketing and promotion are done for the Grand Haven Art Festival, both locally and regionally. The Grand Haven Art Festival takes place the same weekend as Soccer in the Sand, a beach soccer tournament that draws nearly 20,000 people as well as the Queen's Cup.

DEMOGRAPHICS

In 2015 a festival visitor survey was conducted in partnership with Grand Valley State University. Results below tell us the makeup of our visitors:

Question	Response (n=106)
Gender	77% Female
Average Age	53
Family Status	32% Married/Partner No Children at Home 31% Married/Partner With Children at Home 13% Single/No Children 24% Other
Average Length of Visit	3.5 Hours
Festival Attendance	18% Attended both days 45% Attended on Saturday 37% Attended on Sunday





PARTNERSHIP OPPORTUNITIES



\$7,500 Premier Sponsor (1 Available):

- High visibility presence at the intersection of Washington Ave. & First Street
- Space for two 10' x 10' tents and additional displays
- Company logo and link on website
- Company logo in event brochure and artist packet
- Company logo on t-shirt
- Social Media recognition

\$5,500 Art Enthusiast Sponsor (1 Available):

- High visibility presence at the intersection of Washington Ave & Second Street
- Space for one 10' x 10' tent and additional displays
- Company logo and link on website
- Company logo in event brochure and artist packet
- Company logo on t-shirt
- Social Media recognition

\$2,500 Creative Sponsor (1 Available):

- Presence at the intersection of Washington Ave. & Third Street
- Space for one 10' x 10' tent
- Company logo and link on website
- Company logo in event brochure and artist packet
- Company logo on t-shirt
- Social Media recognition

\$1,500 Art of Music Sponsor (1 Available):

- Community Stage named after your company
- Company logo displayed on the Community Stage
- 10' x 10' display booth near the Community Stage (if you choose)
- Company logo and link on website
- Company logo in event brochure and artist packet
- Company logo on t-shirt
- Social Media recognition

\$650 Artist Hospitality Sponsor (Multiple Available):

- Opportunity for company signage/material at all artist hospitality events, and on the Snack Wagon that is pulled throughout the Festival
- Company logo on website
- Company logo in event brochure and artist packet
- Company logo on t-shirt

\$500 Friends of Grand Haven Art Festival (Multiple Available):

- Company logo on t-shirts
- Company logo on website
- Company logo in event brochure and artist packet
- Social Media recognition

Advertising in the Grand Haven Art Festival Brochure:

- | | |
|---|-------|
| <input type="checkbox"/> Back Cover | \$400 |
| <input type="checkbox"/> Inside Front Cover | \$350 |
| <input type="checkbox"/> Inside Back Cover | \$300 |
| <input type="checkbox"/> Full Page | \$200 |
| <input type="checkbox"/> 1/2 Page | \$150 |
| <input type="checkbox"/> 1/4 Page | \$100 |

Family Fun Day

\$1,500 Family Fun Day Title Sponsorship (1 Available):

- Family Fun Day presented by "Your Organization"
- Recognition in all marketing materials as Title Sponsor
- 1 booth at Family Fun Day included
- Company logo/banner to be displayed
- Company logo on t-shirt
- Company logo in the Grand Haven Art Festival brochure and artist packet
- Social Media recognition

\$295 Friend of Family Fun Day Sponsor (Multiple Available):

- 1 booth at Family Fun Day included
- Company logo on t-shirt
- Company logo in the Grand Haven Art Festival brochure and artist packet
- Social Media recognition

Additional Details:

Putting on an event of this size would not be possible without the help of partners like you! Please consider working Grand Haven Art Festival into your marketing budget for 2020. You'll be a part of a nationally recognized event, while promoting your business at the same time.

Company Name: _____ Contact Name: _____

Billing Address: _____

Email: _____ Phone: _____

Please note which opportunities you would be interested in and submit this form to Ellie by April 1 at eholman@grandhavenchamber.org, or call 616.842.4910.