

PARTNERSHIP OPPORTUNITIES



PARTNERSHIP OPPORTUNITIES \$7,500 Premier Sponsor (SOLD): · High visibility presence at the intersection of Washington Ave. & First Street · Space for two 10' x 10' tents and additional displays · Option for tickets to attend the Saturday Artist Social · Company logo and link on the website · Company logo in event brochure and artist packet · Company logo on volunteer t-shirts · Social Media recognition \$1,500 Family Fun Day Title Sponsorship (SOLD): \$5,500 Art Enthusiast Sponsor (SOLD): · Family Fun Day presented by "Your · High visibility presence at the intersection of Washington Ave & Third Street · Recognition in all marketing materials as · Space for one 10' x 10' tent and additional displays Title Sponsor · Company logo and link on the website · Company logo/banner to be displayed · Company logo in event brochure and artist packet · Company logo on volunteer t-shirts · Social Media recognition Festival brochure and artist packet · Social Media recognition \$2,500 Artist Hospitality Sponsor (1 Available): · Presence at the intersection of Washington Ave. & 2nd Street \$295 Friend of Family Fun Day Sponsor · Opportunity for company signage/material at all artist hospitality (Multiple Available): events, and on the Snack Wagon that is pulled throughout the Festival · Space for one 10' x 10' tent · Company logo on volunteer t-shirts · Company logo and link on the website · Company logo in the Grand Haven Art · Company logo in event brochure and artist packet Festival brochure and artist packet · Company logo on volunteer t-shirts · Social Media recognition · Social Media recognition \$1,500 Creative Sponsor (NOT AVAILABLE): · Presence at the intersection of Washington Ave. & Third Street **Advertising in the Grand Haven** · Space for one 10' x 10' tent **Art Festival Brochure:** · Company logo and link on the website · Company logo in event brochure and artist packet · Company logo on volunteer t-shirts Back Cover \$400 · Social Media recognition ☐ Inside Front Cover \$350 Inside Back Cover \$300 \$500 Friends of Grand Haven Art Festival (Multiple Available): · Company logo on volunteer t-shirts Full Page \$200 · Company logo on website 1/2 Page \$150 · Company logo in event brochure and artist packet · Social Media recognition ■ 1/4 Page \$100

Additional Details:

Putting on an event of this size would not be possible without the help of partners like you! By considering the Grand Haven Art Festival into your marketing budget for 2022, you will be a part of a nationally recognized event while promoting your business at the same time.

Company Name:	Contact Name:
Billing Address:	
Email:	Phone:

OVERVIEW

Grand Haven Art Festival (GHAF) is a community event inviting over 100 juried artists from across the country. Downtown Grand Haven transforms into a chic, outdoor art gallery. Residents and visitors from across the country visit the annual Grand Haven Art Festival looking to purchase that perfect piece of art for their homes and offices. Visitors also enjoy live music, kid's activities, food, and FUN!

KEY POINTS

- Friday, June 24th Sunday, June 26th, 2022
- 61-year-old festival
- Top 200 Best Show in Sunshine Artists Magazine
- Community Stage hosted by Courtyard Concerts
- Family Fun Day June 25th, 2022 | 10am-2pm
- 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 10 am-2 pm. 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. Over the years, the Grand Haven Art Festival has taken place the same weekend as Soccer in the Sand, a beach soccer tournament that draws nearly 20,000 people.







DEMOGRAPHIC INFORMATION

DEMOGRAPHICS

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

Survey Questions	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





Chamber



Antoinette Martin | Art Festival Director

The Chamber - Grand Haven, Spring Lake, Ferrysberg

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