



COMMUNIVERSITY ARTSFEST



ARTS COUNCIL OF
PRINCETON

Sunday, April 29, 2018 1-6pm, *Rain or Shine*

The largest annual cultural event in Central New Jersey, attracting more than 40,000 people to downtown Princeton every year

Corporate Sponsorship Opportunities

Title Sponsor - \$20,000

- Company **logo** listing on marketing materials as **Title** Communiversity sponsor
- **Banner** recognition at the *Town and Gown Stage* (Nassau St. at Witherspoon St.)
- **Two double booth** spaces (Booth size: 36' wide x 10' deep), in prime locations
- Company **logo** on Arts Council of Princeton "Arts Weekly" E-blasts for four weeks in advance of the event, plus additional social media exposure, seen by a digital network of over 15,000 people
- **Full page** ad in event guide and **online banner ad** on the Princeton Packet website - valued at \$1,000
- Title sponsor benefits may be customized as negotiated.
- Plus, Lead Presenting Sponsor benefits, (see below):

Lead Presenting Sponsor - \$10,000

- Company **logo** listing on marketing materials as **Lead Presenting** Communiversity sponsor
- **Banner** recognition at the *Paul Robeson Stage* (Witherspoon St.)
- **Half page ad** in event guide and online banner ad on the Princeton Packet website - valued at \$600
- **On screen ad** at each showing at Princeton Garden Theater. (Sponsorship must be submitted by 2/27/18 to secure these ads)
- Plus, Stage Sponsor benefits, (see below):

Stage Sponsor - \$7,500

- **Quarter page ad** in Event Guide and online banner ad on the Princeton Packet website - valued at \$400
- **Stage sponsorship**
- **Banner** recognition at **either**:
 - *Chambers Street Stage* (on Nassau St. at Chambers St.) OR
 - *Washington Road Stage* (on Nassau St. near Washington Rd.) OR Other high visibility location to be negotiated
 - *Palmer Square Green Stage*
- **Two complimentary individual level memberships** for your organization
- **Live onstage mentions** between each act
- Plus, Presenting Sponsor benefits, (see below):

Presenting Sponsor - \$5,000

- **Three live onstage mentions**
- Detailed mention in blog post (viewed by 10,000 subscribers, never deleted and lives on our website and social media.)
- Company **logo** on select marketing materials and in printed program handout
- **15% off ads** in Event Guide
- **Double booth** space (Booth size: 36' wide x 10' deep)
- Plus, Premium Sponsor benefits, (see below):

Premium Sponsor - \$2,500

- Company logo on sponsorship poster (min. 18" x 24") at high visibility ACP activity area or information kiosk
- Mentions in press kit (if committed by 3/30), two social media posts, post-event tagged Facebook and Flickr albums.
- Plus, Participating Sponsor benefits, (see below):

Participating Sponsor - \$1,600 (\$700 for 501(c)3 organizations)

- Company **name** recognition on select event marketing and publicity materials including:
 - Poster, T-shirts, website, one social media post, event map, event guide and post-event print ads
- Guaranteed **booth** space (Booth size: 18' wide x 10' deep)
- Company recognition for **one year** on the Arts Council's printed and website donor lists

Stage Announcements \$250 for 3 (5 packages available in addition to sponsorship)

- One live 15-second mention from each of three stages- a good way to direct people to your booth