

The logo for the Flutterby Arts Festival features the word "Flutterby" in a large, black, cursive font with a white speckle effect. A red butterfly icon is positioned above the letter "y". Below "Flutterby" is the text "ARTS FESTIVAL" in a bold, black, sans-serif font.

# Flutterby

ARTS FESTIVAL

2024 SPONSORSHIP OPPORTUNITIES

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## Attendee Demographics:

- 1,000 festival goers
- Family-friendly environment
- 90% local attendees
- \$150,000+ median household income



# 2024 SPONSORSHIP OPPORTUNITIES



## Presenting Sponsor: RESERVED

Business is credited as the exclusive presenting sponsor of the **32nd Annual Flutterby Festival**. Promotion will take place pre-event and on-site throughout the weekend.

### Business logo and/or name will be included on the following:

- Regional press release (if payment received by Oct 1)
- Logo on Flyers distributed to schools (7,500)
- E-blasts to CAA database (10,000 emails)
- Two (2) Facebook and two (2) Instagram mentions (with tags)
- Logo on CAA website (with link)
- On-site recognition
- On-site directional signage placed throughout Watersound Origins community
- Business name mentions from stage
- Sponsor category exclusivity
- Additional benefits may be negotiated.





# 2024 SPONSORSHIP OPPORTUNITIES



## Stage Sponsor (\$2,500)

Business is credited as the exclusive sponsor of the Flutterby Entertainment Stage.

**Promotion will take place pre-event and on-site throughout the weekend. Business logo and/or name will be included on the following:**

- Regional press release (if payment received by Oct 1)
- E-blasts to CAA database (10,000 emails)
- One (1) Facebook and one (1) Instagram mentions (with tags)
- Logo on CAA website (with link)
- On-site recognition
- Business name mentions from stage
- Sponsor category exclusivity
- Additional benefits may be negotiated.



# 2024 SPONSORSHIP OPPORTUNITIES



## Bar Sponsor (\$2,500)

Business is credited as the exclusive sponsor of the Flutterby Bar. Promotion will take place pre-event and on-site throughout the weekend.

### Business logo and/or name will be included on the following:

- Regional press release (if payment received by Oct 1)
- E-blasts to CAA database (10,000 emails)
- One (1) Facebook and one (1) Instagram mention (with tags)
- Logo on CAA website (with link)
- On-site recognition
- Business name mentions from stage
- Sponsor category exclusivity
- Additional benefits may be negotiated.



# 2024 SPONSORSHIP OPPORTUNITIES



## East Green (\$1,500)

Want to have a presence in the heart of the action at the festival? The East Green will be home to an array of activities such as the Art Market, Kids Zone, Food Trucks, Face Painting, 360 Photo Booth, and more providing a wonderful opportunity to connect with the community and make your mark.

- Opportunity for on-site activation (10x10 real estate provided, approved in advance with CAA)
- On-site sponsor recognition
- Business name mentions from stage
- One (1) Facebook and one (1) Instagram mention (with tags)
- Inclusion in email blasts to CAA database (10,000 emails)
- Logo on CAA website (with link)
- Sponsor category exclusivity



# 2024 SPONSORSHIP OPPORTUNITIES



## West Green (\$1,500)

Want to have a presence in the heart of the action at the festival? The West Green will be home to an array of activities such as Arts & Crafts, Lawn Games, Butterfly Science Experiments, Performances on the Lawn, Kids Activities and more providing a wonderful opportunity to connect with the community and make your mark.

- Opportunity for on-site activation (10x10 real estate provided, approved in advance with CAA)
- On-site sponsor recognition
- Business name mentions from stage
- One (1) Facebook and one (1) Instagram mention (with tags)
- Inclusion in email blasts to CAA database (10,000 emails)
- Logo on CAA website (with link)
- Sponsor category exclusivity



# 2024 SPONSORSHIP OPPORTUNITIES



## Media Partners (In-Kind)

- Inclusion in email blasts to CAA database (10,000 emails)
- Logo on CAA website (with link)







Please contact Gabby Callaway at [Gabby@CulturalArtsAlliance.com](mailto:Gabby@CulturalArtsAlliance.com) with all sponsorship inquiries.

