

13th

Berkshires Arts festival

PRESENTED BY

Name & Sponsor Logo



July 4-5-6

Ski Butternut
380 State Road, Rt 23
Great Barrington, MA

- jewelry
- mixed media
- metal
- leather
- photography
- sculpture
- wearable art
- wood
- fiber
- ceramics
- painting
- furniture

The Berkshires Premier Art Event

The Berkshire Arts Festival attracts over 6,000 guests annually over the July 4th Weekend at Ski Butternut in Great Barrington, showcasing the work of over 175 local, regional and nationally acclaimed artists and artisans and community vendors.

Now in its 13th year, the Berkshire Arts Festival is one of the anchor events of the Berkshire Summer Arts & Cultural Season, and contributes more than \$90,000 annually to the local economy.

BerkshiresArtsFestival.com

Logo A

FESTIVAL
SUPPORTER

Logo B



SPONSORSHIP FACTS

American Art Marketing spends over \$35,000 annually to promote the Berkshire Arts Festival to residents, second homeowners, community businesses, tourists, and artists. All sponsors and advertisers will benefit by association from the exposure and creative marketing efforts designed to bring attract visitors, and strengthen community involvement and support.

PRESENTING SPONSOR (1) - \$5,000

Presenting Sponsor's logo will be prominently displayed on all marketing materials, publicity, and advertising, and imprinted with the Show's branding as follows:
"13th Annual Berkshire Arts Festival presented by [Sponsor]."

This package includes \$40,000 worth of brand exposure & event participation, including:

- Advertising
 - Television: Logo placement on TV commercials
 - Radio: Mention in all festival radio ads
 - Billboard: 8 weeks pre-show, on Rt. 7 heading south, billboard is just before the turnoff on to route 23.
 - Print: Logo placement on all BAF festival print ads
 - Web: Logo placement on Web advertising
- Prominent Logo placement on our web site with link to your web site
- Identification as *Presenting Sponsor* on all publicity
- Placement in Social Media and Email Blasts
- Prominent logo placement on **Posters** and **Post Cards**: We place over 100 posters and distribute over 15,000 post cards. Our artists will mail over 10,000 post cards to their personal mailing lists.
- Half page, 4-color, premium ad placement in BAF Festival program - Value \$240
- 200 VIP Comp Festival Weekend Passes - Value \$2,800
- 10' x 10' space in the Berkshire Community Tent

BERKSHIRE COMMUNITY TENT SPONSOR (2) - \$950

The Berkshire Community Tent is a showcase opportunity for Berkshire businesses, community organizations, schools, and non-profits to meet with Festival attendees (residents, second homeowners, tourists, and participating artists) and share information about their business.

Tent Sponsors receive the following benefits:

- Promotional mention & logo presence on all Berkshire Community Tent marketing materials to community businesses
- Prominent on-site banner presence & signage
- Logo placement on our web site with link to your web site
- 25 VIP Comp Festival Weekend Passes - Value \$350
- 4-color logo in event program
- 8' x 10' Booth, Table & Chairs

FESTIVAL SUPPORTER (2) - \$2,500

There are two Festival Supporter sponsorships available. Each will receive prominent logo placement on all printed marketing materials as a **"Festival Supporter"**

This package includes \$5,000 worth of brand exposure & event participation, including:

- Logo placement on **Web, Print** and **Billboard** advertising
- Logo placement on **Posters** and **Post Cards** as a **"Supporter"**: We place over 100 posters and distribute over 15,000 post cards. Our artists will mail over 10,000 post cards to their personal mailing lists.
- **"Supporter"** logo placement on BAF festival print ads & program
- Logo placement on our web site as a **"Festival Supporter"** with link to your web site.
- **"Supporter"** placement in Social Media and Email Blasts
- Half page, 4-color ad in BAF Festival program - Value \$240
- 30 VIP Comp Festival Weekend Passes - Value \$420
- 8' x 10' booth in the Berkshire Community Tent

PRESENTING TICKET SPONSOR (4) - \$85

Batch of 100 personalized 4-color Festival Weekend tickets at the discounted price of \$10. Thank your customers and lodging guests with a personalized gift of discounted tickets to enjoy the Berkshire Arts Festival. Use the reverse side of the ticket to promote your business, display your logo, and present a special offer.

Continue for more opportunities >

For more information contact:

Richard Rothbard American Art Marketing
Richard@AmericanArtMarketing.com | (845) 661-1221

Maxine Carter-Lome
MaxineConsults@aol.com | (413) 329-6554

SHOPPING BAG SPONSOR (1) - \$1,750

Exclusive presentation of your logo and slogan printed on one side of 5,000 paper shopping bags, available to attendees to gather information from vendors and artists. The branded event will be displayed on the reverse side.

Benefits include:

- 8' x 10' Booth in Berkshire Community Tent
- Logo placement on our web site with link to your web site
- 4-color logo in event program
- 10 VIP Comp Festival Weekend Passes - Value \$140

"STAY WITH US" SPONSOR (1) - \$1,000

Be our "*Hospitality Sponsor*" and we will promote your lodging establishment to the thousands of visitors to our event web site, many of whom are looking for a place to stay or recommend in the Berkshires.

As the designated Event Hospitality Sponsor you will receive the following benefits:

- Web site & social media promotion as "*Official Hospitality Sponsor*" with links to your web site
- Quarter page, 4-color ad in event program - Value \$180
- Promotion of any event lodging discounts on our web site and via social media & e-blasts
- 100 logoed/personalized discounted Festival Weekend Passes to distribute to your guests & business friends
- Onsite display of promotional materials in Berkshire Community Tent

COMMUNITY ARTS EXHIBITION TENT SPONSOR - \$1,000

Showcase and promote the Arts and artists of the Berkshires. We'll provide a completely outfitted tent for your vision. Stage live demos, presentations and performances, create gallery space to promote local artists, invite other Arts organizations to exhibit and present, create space for families to create. This is what you make it and we will do our part to support and promote the effort.

Benefits include:

- Personalized "showcase" opportunity
- Promotional mention & logo presence on all Community Art Tent marketing materials to community businesses & arts organization
- Prominent on-site banner presence
- 10 VIP Comp Festival Weekend Passes - Value \$140
- Personalized reduced-price Festival Passes
- Quarter pg, 4-color Ad in Event Program- Value \$180
- Completely outfitted tent with electricity

"FANS OF BAF" SPONSOR (1) - \$1,875

With this "fanship" opportunity you can imprint your business logo on 5,000 "*Fans of the Berkshire Arts Festival*" fans. Imagine people strolling the grounds at Butternut and walking in downtown Great Barrington promoting your company in such a cool way! Get extra to give out before the event.

EXHIBIT IN BERKSHIRE COMMUNITY TENT

Meet and share information about your business with the over 6,000 residents, second homeowners, tourists, and participating artists who attend the Berkshire Arts Festival over July 4th Weekend. The Berkshire Community Tent is a showcase opportunity for Berkshire businesses, community organizations, schools, and non-profits. American Art Marketing will actively promote the Berkshire Community Tent and its exhibitors in its advertising, publicity and marketing.

For local businesses/retailers - \$285

Includes: 8'x10' space with table & 2 chairs, 4 Festival Passes, reduced rates on additional tickets

For Local Arts Organizations & Non-Profits - \$100

Includes: Table & 2 chairs, 4 Festival Passes, reduced rates on additional tickets

Literature Display - \$50

Includes: Dedicated space for literature (brochures, rack cards, postcards, magazines, papers) on a prominently featured Community Information display. Table will be monitored and restocked throughout the event

SHOW CATALOG ADVERTISING

Let them know where to go when they leave the show! Advertise your business in this useful Festival Program Guide and event souvenir. 6,000 copies printed and distributed.

Catalog will include:

Directory of Exhibitors, Festival Map & Schedule of Events

Catalog specifications:

4-color, 5.5" x 8.5", 100-lb glossy paper, Saddle stitched

Back Cover\$600

Inside Cover\$500

Full Page\$485

Half Page.....\$240

Quarter Page.....\$180

Insertion Deadline: MAY 23

Artwork Deadline: MAY 30

Use form on next page >

Or download from
BerkshiresArtsFestival.com/sponsors.php



July 4 • 5 • 6

Ski Butternut
380 State Road, Rt 23
Great Barrington, MA

AMERICAN ART MARKETING

PO Box 480, Slate Hill, NY 10973

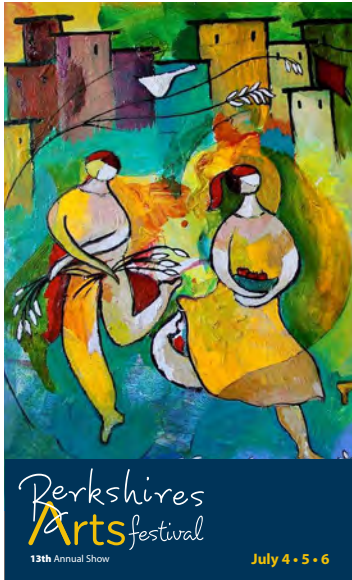
p. 845 355 2400 f. 845 355 2444

show.director@americanartmarketing.com

AmericanArtMarketing.com

[Sponsor Logo]

2014 Show Catalog Advertising Reservation Form



| | | | |
|--|---|--|--|
| <p>Quarter Page</p> <p>2 3/16" wide x 3 13/16" tall</p> | | | |
| | | <p>Half Page Vertical</p> <p>2 3/16" wide x 7 7/8" tall</p> | |
| | | | <p>Full Page</p> <p>4 7/8" wide x 7 7/8" tall</p> |
| | <p>Half Page Horizontal</p> <p>4 7/8" wide x 3 13/16" tall</p> | | |

- Size: 5.5" x 8.5", full color, saddle stitched, 100lb glossy paper, print run: 6,000
- Show Guide will be available at our Stockbridge Gallery and provided to all show attendees

RESERVATION DEADLINE: MAY 23 | MATERIAL DEADLINE: MAY 30

PLEASE SUBMIT THIS FORM WITH YOUR PAYMENT

NAME _____ PHONE _____

COMPANY _____

ADDRESS _____

EMAIL _____

PAYMENT INFORMATION

You have the permission to charge my creditcard

Visa Master Card American Express **OR** Check Enclosed

Credit Card #:

Expiration Date: / CVV: _____

Signature: _____

Make checks payable to: American Art Marketing

Return this form: American Art Marketing
PO Box 480 Slate Hill, NY 10973

Or fax: 845.355.2444

COMMERCIAL - FULL COLOR DISPLAY AD

- | | |
|---|--------------|
| <input type="checkbox"/> Back Cover | \$600 |
| <input type="checkbox"/> Inside Back Cover | \$500 |
| <input type="checkbox"/> Inside Front Cover | \$500 |
| <input type="checkbox"/> Full Page | \$485 |
| <input type="checkbox"/> Half Page (Horizontal) | \$240 |
| <input type="checkbox"/> Half Page (Vertical) | \$240 |
| <input type="checkbox"/> Quarter Page | \$180 |

Back, Inside Front & Inside Back Cover: First come first served

IMPORTANT • Please email ad to: bo@americanartmarketing.com

• We prefer **PDF files** (set quality to PRESS). JPEG or TIFF is acceptable must be high resolution (300dpi)

• We reserve the right to ask you to change the ad to fit the overall design and intent of the Show Catalog