





















Who We Are



You're invited!

Where else can you see Cory Wong, Indigo Girls, Asleep at the Wheel, Kurt Elling, The Jayhawks, The Mike Wheeler Band and more, all for FREE? Where else can you enjoy local music legends and movies in your neighborhood? Iowa City of course!

These are just a few examples of the exciting community programming Summer of the Arts has brought to Iowa City over the past 16 years. In 2022, Summer of the Arts produced eight festivals/public events. Our four founding festivals have been around for a long time — the Iowa Arts Festival will celebrate its 40th anniversary in 2023, the Iowa City Jazz Festival celebrated its 30th anniversary in 2021, the Friday Night Concert Series celebrates its 30th anniversary in 2023, and the Free Movie Series started in 2005 when Summer of the Arts was formed.

Since 2019, we have expanded our reach around Iowa City and Johnson County with the Northside Concert Series, Music on the Move, the Free Movie Series and the Holiday Thieves Market. These events help us to fulfill our mission in new and exciting ways.

Each year, our nonprofit provides over 175 hours of music, movies, visual art, children's activities, culinary delights and fun! Area residents know that the arts are crucial to community and economic wellbeing. This would not happen without generous support from local businesses. We need your help to continue producing these long-standing and new programs that provide vital, community-wide access to the arts.

We invite you to partner with us through sponsorship. We have a wide variety of investment options and can tailor the sponsorship to your marketing goals.

Thank you for considering an investment in Summer of the Arts—it really is an investment in our community!

Sincerely,

Chace Ramey, ICCSD **Board President**

Clisaf Barnes Eir D. Jnc

Lisa J. Barnes **Executive Director** Eric D. Johnson

Development Director













Why Invest?

Marketing Opportunities:

Our sponsors reach multiple audiences because we recognize them through print, radio, television, social media, and our website. At the events, we use signage or banners, and our emcees recognize sponsors from the stage.

Arts Access for All

We never charge admission for our festivals, and we celebrate this! We welcome people from all backgrounds and demographics while providing programming that all ages can enjoy. Our come-as-you-are ethos promotes genuine access to the arts.

Build Community:

Show your commitment to the arts in the Iowa City area, and help us in our mission to build community through accessible arts and culture programming.

Promote Diversity:

We showcase the artistic and cultural accomplishments of our diverse world through intentional music and performer choices. Our community is better when we celebrate a wide range of musical and artistic styles from many voices at our festivals.

Benefit Local Performers and Artists:

We showcase the best local performers on multiple stages, and Iowa artists comprise over 60% of the fine artists represented at the Iowa Arts Festival. We pay performers a fair wage because when the arts thrive, our community thrives.

Economic Impact:

The arts actively enhance our state economy, adding \$4.2 billion dollars every year. The National Endowment for the Arts states that for every dollar arts and culture venues spend, \$18 is generated in the local economy. We generate approximately \$5.4 million dollars: during our festivals, attendees spend money at local shops, restaurants, and hotels.

Award-Winning Programs:

The Iowa Arts Festival is regularly recognized as the area's Best Festival through the Iowa City Press-Citizen, Locals Love Us, and Little Village's Best of CRANDIC. The Iowa City Jazz Festival is regularly recognized as One of the Best. The Iowa Cultural Corridor Alliance and International Festival and











Sponsorship Benefits

We provide a wide range of opportunities which will enable you to:

- Share your business with a variety of audiences
- Receive recognition in promotional materials
- Increase visibility in the community
- Position your organization as a supporter of the arts
- Provide employees with volunteer opportunities
- Help Johnson County be a better place to live, work, visit, and play





Some examples of benefits depending on the level of investment:

- High visibility signage during the festival
- A booth in a high traffic location within the festival allows you one-on-one time with attendees throughout the event
- Special VIP opportunities
- Recognition from the stage at sponsored event
- Sponsor listing and/or logo on printed promotional materials
- Increased online exposure on our website and social media (all sponsors)





Organization History

Our mission is to build community by bringing people together in the Iowa City Area to experience, learn about and enjoy free arts and cultural programming.

Founded in 2005, Summer of the Arts was created to share resources between three established events—the Iowa Arts Festival, Iowa City Jazz Festival and Friday Night Concert Series. That same year, a pilot program—the Free Movie Series—was added to the organization's lineup.

Since its inception, the organization has produced a wide variety of programs outside of these core programs and we continue to evaluate and update our programming on a regular basis.

Festival History



Iowa Arts Festival: Since 1983, the Iowa Arts Festival has been Iowa City's unofficial kickoff to summer. The event features a juried fine art show with approximately 100 fine artists, an Emerging Student Artist area, a Main Stage featuring national and local roots, Americana and bluegrass performers, a side stage, children's area, and food & beverage vendors.









Iowa City Jazz Festival: The Iowa City Jazz Festival was founded in 1991 to make this classic American music genre accessible to the public. It features multiple stages, an artist row, and food & beverage vendors. The Jazz Festival has been recognized as one of the top 10 jazz festivals in the country and brings in well-known and up-and-coming musicians.









Festival History, continued



Friday Night Concert Series: Since 1993, the Friday Night Concert Series has run weekly from mid-May through August. A beloved staple of the summer, this series ushers in the weekend as attendees enjoy live music on the Ped Mall from a wide range of genres performed by some of the best musicians in Eastern Iowa.



Free Movie Series: Started in 2005, the Free Movie Series features movies shown in a variety of settings including neighborhood parks and drive-in movies. Movies are appropriate for all ages (ratings of G—PG-13) and feature a wide range of genres including recent releases and classic favorites.





Northside Concert Series: Concerts on the Northside started in 2018 and have become a popular weekend spot for live music, with several shows throughout the summer featuring some of the most talented musicians in Eastern Iowa. Attendees can enjoy live music along with their favorite food and beverages from the many amazing Northside restaurants.



Music on the Move: The 2020

pandemic forced us to be creative, and we brought A Truckload of Soul featuring Kevin Burt to the neighborhoods. In 2021, the event became Music on the Move, where Kevin Burt and Dave Zollo performed throughout the summer and in 2022 we partnered with lowa



City Parks and Rec to bring four musicians to 12 different locations around the Iowa City area throughout the summer.



Holiday Thieves Market: In 2019, Summer of the Arts began producing this beloved event when the University of Iowa discontinued it. This holiday fine art show features approximately 100 artists from around the Midwest and provides a unique holiday shopping experience in early December.



Downtown Events

Our downtown events are the foundation on which Summer of the Arts was built. In 1983, downtown businesses welcomed the Iowa Arts Festival as a way to kickoff summer by bringing people downtown to enjoy the work of local, regional, and national fine artists. In 1991, the Iowa City Jazz Festival was founded, aligning Iowa City with similar festivals in major cities across the country. In 1993, the Friday Night Concert Series began, offering musicians from the Iowa City area a chance to perform for appreciative crowds on a weekly basis.

Since then, these events have become cornerstones of work, play, and tourism in Iowa City during the summer. The Iowa Arts Festival and the Iowa City Jazz Festival completely transform the downtown, bringing world-class musicians from across the country and around the world to play for audiences who gather to dance, watch, have a drink at our beverage garden, patronize local businesses, and eat delicious food. The Iowa Arts Festival features stunning and unique examples of painting, sculpture, textiles, jewelry, and more. The Iowa City Jazz Festival is highlighted by the City of Iowa City's 4th of July fireworks display, which takes place after our headline performance.

The Friday Night Concert Series takes place on Iowa City's Ped Mall, a unique civic space surrounded by retail, casual dining, and nightlife establishments and bordered by two major hotels and a world-class public library. The Friday Night Concert Series, which celebrates its 30th Anniversary this year, is an important part of this tradition, bringing listeners and dancers (of all ages and all abilities) to downtown Iowa City on Friday nights all through the summer.

These events have played a key role in making our community's downtown the vibrant and welcoming place it is today. By working with Summer of the Arts, sponsors can help us continue to provide both local residents and visitors to the downtown with unforgettable moments, unique experiences, and lifelong memories of free music and art in the heart of lowa City.









Neighborhood Events

Our neighborhood events show Summer of the Arts growing and evolving to better fulfill its mission. The 2020 global pandemic required us to rethink our programming and find new ways to build community, increase arts access, and support local musicians. Since then, we have committed to placing free music and movies in the parks and neighborhoods throughout the greater lowa City area with Music on the Move, the Northside Concert Series, and the Free Movie Series.

These neighborhood events allow us to reach a wider variety of community members, and to recognize our sponsors in a wider range of venues than we have ever been able to do. While our free downtown events are open to anyone regardless of background, socioeconomic status, or race, we recognize that their location may not be as accessible, convenient, or comfortable for everyone in every demographic to attend. Bringing arts and cultural programming directly to people where they live better serves the needs of our diversifying and expanding community and aligns us with positive visions for our area's future growth like the 2030 Better Together plan and the University of Iowa's 2022-2027 strategic plan.

Working closely with the City of Iowa City's Parks and Recreation Department, and with partners in neighboring municipalities like Coralville, North Liberty, and Hills, we put on events in every corner of the greater Iowa City area. Over the past three years we have brought free movies and free musical performances to more than 30 different locations across these four municipalities.

Sponsors for our neighborhood events have the opportunity to help us create these experiences throughout our community. We are grateful to the community partners who have helped us grow these three series and are excited for what we can do together in the future.













Summer of the Arts By the Numbers



ATTENDANCE

Our festivals and events bring our community together, providing arts and cultural programming to nearly **70,000** people through the summer and more!





VOLUNTEERS

Each year we have approximately **600** volunteers help produce our programs!

FREE PROGRAMMING

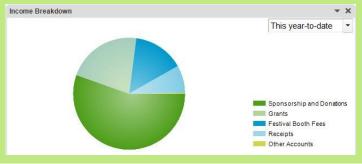
In 2022, Summer of the Arts provided over **175 hours** of FREE programing including music, movies, fine arts and more!





FUNDING

As a 501(c)3 nonprofit, we rely on our community to support these long-running events. You can see by this graph that the bulk of support comes from business sponsors and individual donors so your support is crucial!



IOWA ARTS FESTIVAL Sponsorship Opportunities

- Presenting Sponsor (SOLD)
- Main Stage (\$10,000)
- Side Stage (SOLD)
- Headliner Band (\$5,000 two spots available)
- Emerging Artist Area (\$5,000)
- Art Fair, Artists Awards, Artist Hospitality, Johnson County Artist Scholarships (\$5,000)
- Beverage Garden (\$2,500)
- Culinary Delights (\$2,500)
- Children's ABC's: Arts, Books and Children (\$2,500)
- Our Global Community (\$2,500)
- Merchandise Booth (\$2,000)
- Hydration Stations (SOLD)
- Picnic Area (\$1,000)
- Festival Program (\$1,000)
- First Aid Booth (\$750)
- Backstage/Performer Hospitality (\$750)
- Daytime/Evening Opening Band (\$500-\$1,000)
- Valet Bicycle Parking (SOLD)
- Festival Golf Carts (SOLD)
- Accessibility/Performer Shuttle (SOLD)
- Side Stage Performance (\$300)



- Sponsor logo hotlinked on the sponsor page of our website
- Sponsors recognized in conjunction with the area they are sponsoring
- Sponsors recognized in our social media and newsletters
- Sponsor recognition in Summer of the Arts annual report
- Other benefits depending on the level of investment and area of focus





IOWA CITY JAZZ FESTIVAL Sponsorship Opportunities

- Presenting Sponsor (SOLD)
- Main Stage (\$10,000)
- Side Stage (SOLD)
- Headliner Band (\$5,000 two spots available)
- Beverage Garden (\$2,500)
- Culinary Delights (\$2,500)
- Merchandise Booth (\$2,000)
- Hydration Stations (SOLD)
- Picnic Area (\$1,000)
- Festival Program (\$1,000)
- First Aid Booth (\$750)
- Backstage/Performer Hospitality (\$750)
- Daytime/Evening Opening Band (\$500-\$1,000)
- Valet Bicycle Parking (SOLD)
- Festival Golf Carts (SOLD)
- Accessibility/Performer Shuttle (SOLD)
- Side Stage Performance (\$300)

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FRIDAY NIGHT CONCERT SERIES Sponsorship Opportunities



- Presenting Sponsor (SOLD)
- Stage Sponsor (\$10,000)
- Band Sponsor (\$1,500-\$2,500)





NORTHSIDE CONCERT SERIES Sponsorship Opportunities



- Presenting Sponsor (SOLD)
- Street Stage Sponsor (\$5,000)
- Band Sponsor (\$1,500)





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- Sponsors recognized in conjunction with the area they are sponsoring
- Sponsors recognized in our social media and newsletters
- Sponsor recognition in Summer of the Arts annual report
- Other benefits depending on the level of investment and area of focus

FREE MOVIE SERIES Sponsorship Opportunities



- Presenting Sponsor (SOLD)
- Screen Sponsor (\$5,000)
- Movie Sponsor (\$800)





MUSIC ON THE MOVE Sponsorship Opportunities



- Presenting Sponsor (\$10,000)
- Performer Sponsor (\$1,200)







- Sponsor logo hotlinked on the sponsor page of our website
- Sponsors recognized in conjunction with the area they are sponsoring
- Sponsors recognized in our social media and newsletters
- Sponsor recognition in Summer of the Arts annual report
- Other benefits depending on the level of investment and area of focus

HOLIDAY THIEVES MARKET Sponsorship Opportunities



- Presenting Sponsor (\$10,000)
- Event Facilities Sponsor (\$5,000)
- Entertainment Sponsor (\$2,500)



OPERATIONS/ORGANIZATIONAL SUSTAINABILITY Sponsorship Opportunities

- Office Space/Facilities Support (\$5,000+)
- Volunteer Program (\$10,000)
- Internship Program (\$5,000)
- Communications/Technology (SOLD)
- Website Sponsor (\$4,000)
- E-Newsletter Advertising (\$3,000)
- Staff Development and Continuing Education (\$2,500)
- Festival Archiving Management (\$2,500)

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EXAMPLES OF SOCIAL MEDIA PROMOTION













EXAMPLES OF SCHEDULE CARDS

Friday Night Concert Series/Northside Concert Series





EXAMPLES OF SCHEDULE CARDS

Free Movie Series/Music on the Move

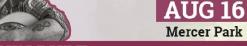








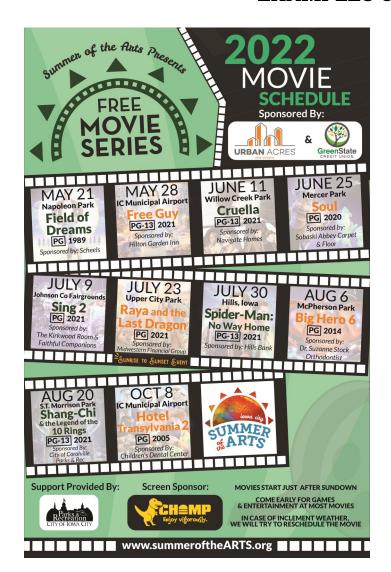




KEVIN BURT - Sponsored By: James Investment Group

WWW.SUMMEROFTHEARTS.ORG

EXAMPLES OF POSTERS











OFFICIAL SPONSOR OTHER EVENT PRESENTING SPONSORS





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