

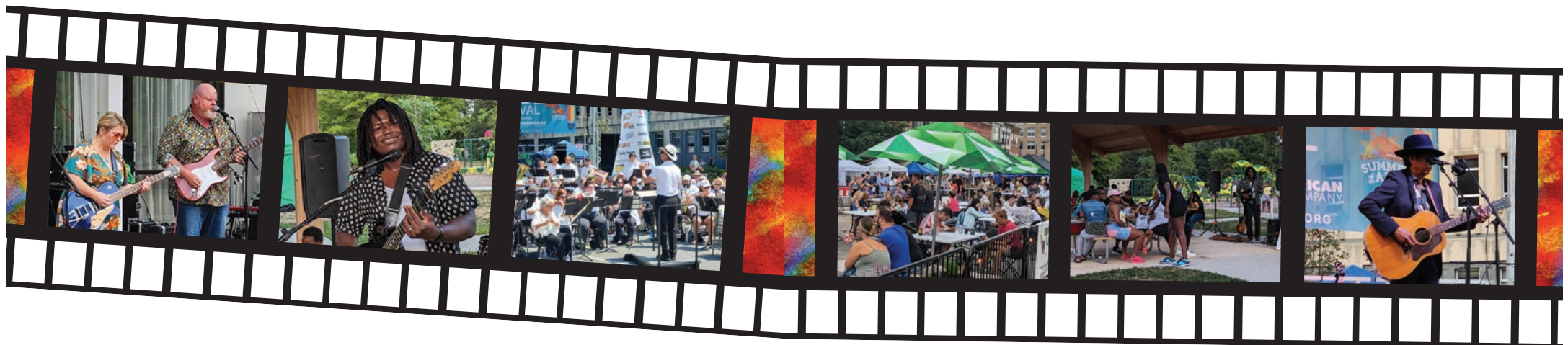


www.summeroftheARTS.org

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319 E 1st St. Iowa City, IA 52240

2024
SPONSORSHIP OPPORTUNITIES



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!



FREE PROGRAMMING

In 2023, Summer of the Arts provided over **185 hours** of **FREE** programming including music, movies, fine arts and more!

VOLUNTEERS

Each year we have over **400** volunteers help produce our programs!



FUNDING

As a 501(c)3 non-profit, we rely on our community to support these long-running events. The bulk of support comes from business sponsors and individual donors!

WHO WE ARE



Did you catch Christian McBride at the Iowa City Jazz Festival? Or Alejandro Escovedo at the Iowa Arts Festival? Maybe you happened upon the Beaker Brothers on the Ped Mall or maybe even were mesmerized by Kevin Burt's voice singing in the park by your house. All of that programming was brought to you by Summer of the Arts! Our founding festivals have been around for decades and our nonprofit charity Summer of the Arts has been around since 2005 building community and expanding access to the arts in the Iowa City area.

Between our larger downtown festivals and the individual events in our summer-long festival series, Summer of the Arts put on 46 free events, musical performances, fine art fairs, and movie showings in the 2023 season. Our ability to do this year in and year out with a full time staff of just four people reflects both on our skill as an organization and the commitment of hundreds of dedicated volunteers.



This arts-focused free programming requires persistence, vision, and cooperation. Summer of the Arts has built great working relationships with local municipalities, businesses, and other non-profits. Our community partners include the Iowa City Parks and Recreation Department, Think Iowa City, South of 6, Oaknoll, and more. Our events also align and share goals with large-scale local planning initiatives like the 2030 Better Together and the University of Iowa's strategic plan.

You can be a part of making memories in our community by supporting our mission through sponsorship. City support and individual donor support make up a small portion of our budget and since we don't charge admission for attendees, sponsors are integral to our planning. You'll gain valuable recognition for your financial investment so contact us today.



**IMAGINE WHAT WE
CAN DO TOGETHER!**

WHAT WE DO



EVERY YEAR, SUMMER OF THE ARTS:

- Stages free musical performances, art fairs, and movie showings, in locations that include downtown Iowa City and its parks and neighborhoods as well as those in neighboring municipalities!
- Provides residents of all ages occasions to gather and celebrate arts in public.
- Supports the local lively arts community by providing musicians paid opportunities to perform and by bringing artists and art buyers together at free art fairs.
- Showcases free performances by iconic, award winning headliners!
 - Improves the quality of life in the Iowa City area, helping to make it a better place to live, work and play.

YOU CAN BE A PART OF WHAT WE DO



by supporting our organization and our events!

Your investment can ensure a widespread and long-lasting impact on the lives of people -all kinds of people- in our area through arts access!

Our sponsors are recognized in a variety of ways:



- Summer of the Arts website
- Social media platforms like Facebook and Instagram
- Traditional media like radio, TV and print
- At our events on signs & banners
- At our events by our emcees

Besides marketing and recognition, your support can help you:



- Reach a broader audience
- Increase your visibility in the community
- Position your organization as a supporter of the arts
- Provide your employees the opportunity to volunteer in meaningful ways



SPONSORSHIP INVESTMENT LEVELS



SAMPLE BENEFITS OF SPONSORSHIP



Summer of the Arts is proud of the fact that we work with businesses and individuals to meet your marketing goals while supporting our non-profit organization. We can tailor a sponsorship package to meet your budget while providing ample opportunities for public recognition.

This is a summary of the types and levels of investments available, but remember that this is just a starting point as we listen to what you'd like to accomplish with this partnership.

2024 SPONSOR LEVELS

Event Sponsors are tied to specific events and receive recognition in conjunction with those events.

Sustaining Sponsors are sponsors who support Summer of the Arts as a whole. These sponsors are recognized in a variety of ways depending on the level of investment.

- High visibility signage during sponsored event
- Interactive booth during Arts or Jazz Fest
- Exposure through social media and weekly newsletters
- Recognition from the stage at sponsored event
- Sponsor listing and/or logo on printed promotional materials

SPONSORSHIP ENABLES YOU TO

- Share your business with a wide audience
- Increase visibility in the community
- Position your business as a supporter of the arts
- Recognition in promotional materials
- Provide employees with volunteer opportunities

SUSTAINING SPONSORS

\$5,000-
\$10,000

STAGE SPONSORS

\$3,000-
\$10,000

OTHER FESTIVAL AREAS

\$2,000-
\$5,000

Beverage Garden
Culinary Row
Picnic Pavillion
Performer Hospitality
Hydration Station

Iowa Arts Festival:
Emerging Artists
Art Fair

INDIVIDUAL EVENT/ PERFORMANCE SPONSORS

\$300-
\$5,000

Side Stage
Music on the Move
Concerts
Main Stage

