



Summer of the Arts 2026 Sponsorship Catalog





June 5-7, 2026

**Presenting Sponsor,
Main Stage Sponsor,
& Ped Mall Stage
Sponsor
SOLD for 2026**

For 40 years the Iowa Arts Festival has kicked off summer in Iowa City, drawing approximately 25,000 people to downtown Iowa City over three days featuring more than 100 regional fine artists, two stages of free live music and entertainment, food vendors and more!





Art Fair Sponsor Investment = \$3,000

BENEFITS:

- Sponsor logo included on all Artist Booth signs and Artist nametags at Iowa Arts Festival (approx. 110)
- Sponsor logo included on Iowa Arts Festival map
- Recognition by emcee on Main Stage as Art Fair sponsor
- Social media recognition
- Recognition in e-newsletters promoting the Art Fair
- Sponsor logo with hotlink on Summer of the Arts website (Sponsor page and Iowa Arts Festival page)
- Sponsors logo included in Summer of the Arts Annual Report





**ABC's: Arts, Books & Children
& Art-Making Sunday
Investment = \$1,500 each**

(Art-Making Sunday is sold for 2026)

BENEFITS:

- Sponsor banner displayed in conjunction with sponsored area
- Recognition by emcee from the Ped Mall stage during sponsored event
- Opportunity to have an interactive booth within the sponsored area
- Social media recognition
- Sponsor logo with hotlink on Summer of the Arts website on sponsor page
- Sponsor listing on the festival page of sponsored event
- Sponsor logo included in the Annual Report

ABC's activities are programmed by the Iowa City Public Library. Art-Making Sunday features area nonprofits with art-based activities. These events take place Saturday and Sunday daytime on the downtown Ped Mall.

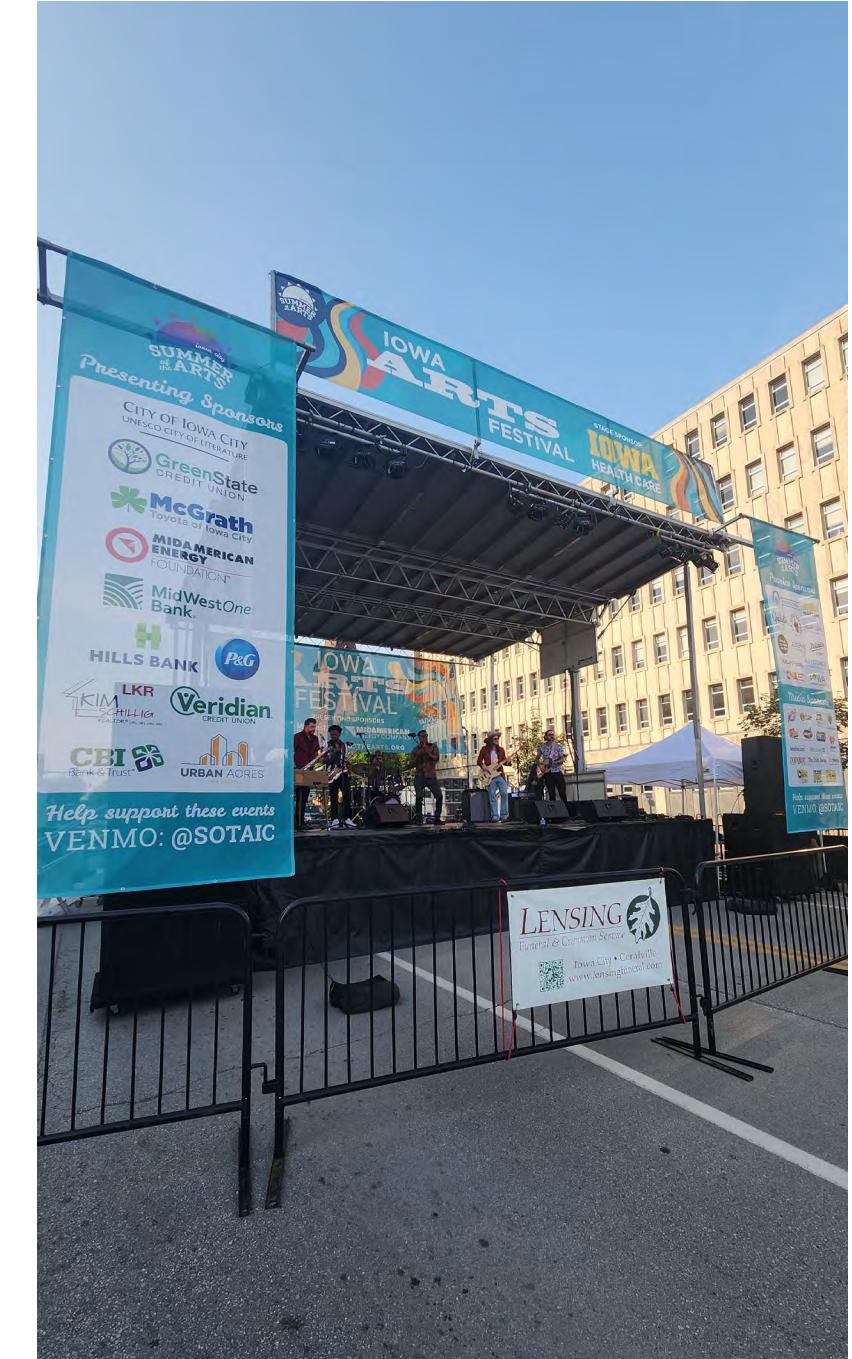




Main Stage Performer Sponsor
Investment = \$500-\$5,000 each

BENEFITS:

- Sponsor banner displayed during sponsored performance
- Recognition by emcee in conjunction with sponsored performance
- Opportunity to introduce sponsored performer from Main Stage
- Social media recognition
- Sponsor logo with hotlink on Summer of the Arts website on sponsor page
- Sponsor listing on festival schedule on website
- Sponsor logo included in Summer of the Arts Annual Report





**Ped Mall Stage
Performer Sponsor
Investment = \$300-500 each**

BENEFITS:

- Sponsor banner displayed during sponsored performance
- Recognition by emcee in conjunction with sponsored performance
- Opportunity to introduce sponsored performer from Ped Mall Stage
- Social media recognition
- Sponsor logo with hotlink on Summer of the Arts website on sponsor page
- Sponsor listing on festival schedule on website
- Sponsor logo included in Summer of the Arts Annual Report





July 3-5, 2026

**Presenting Sponsor,
Main Stage Sponsor,
& Side Stage Sponsor
SOLD for 2026**

Since 1991, the Iowa City Jazz Festival has brought the best in Jazz to downtown Iowa City, drawing crowds of 15,000 people or more to experience Grammy winners and nominees, legendary innovators, rising stars, and local and regional treasures, for free. This world class music festival features two stages, food vendors, artists, and more!



© Andrea Carter



Youth Stage Sponsor (NEW!)
Investment = \$2,000

BENEFITS:

- Sponsor banner displayed at the Youth Stage throughout the weekend
- Recognition by emcee in conjunction with each performance
- Social media recognition
- Sponsor logo with hotlink on Summer of the Arts website on sponsor page
- Sponsor listing on festival schedule on website
- Sponsorship recognized in festival program
- Sponsor logo included in Summer of the Arts Annual Report





Main Stage Performer Sponsor
Investment = \$500-\$5,000 each

BENEFITS:

- Sponsor banner displayed during sponsored performance
- Recognition by emcee in conjunction with sponsored performance
- Opportunity to introduce sponsored performer from Main Stage
- Social media recognition
- Sponsor logo with hotlink on Summer of the Arts website on sponsor page
- Sponsor listing on festival schedule on website
- Sponsor logo included in Summer of the Arts Annual Report





**Side Stage
Performer Sponsor
Investment = \$400 each**

BENEFITS:

- Sponsor banner displayed during sponsored performance
- Recognition by emcee in conjunction with sponsored performance
- Opportunity to introduce sponsored performer from Ped Mall Stage
- Social media recognition
- Sponsor logo with hotlink on Summer of the Arts website on sponsor page
- Sponsor listing on festival schedule on website
- Sponsor logo included in Summer of the Arts Annual Report





**Opportunities available at both
Iowa Arts Festival AND
Iowa City Jazz Festival
Investment = \$500-\$5,000**





Beverage Garden Investment = \$5,000



BENEFITS:

- Sponsor logo on Summer of the Arts website with hotlink on Sponsor page
- Recognition at both festivals by emcee from the Main Stage
- Banners displayed around beverage garden at both festivals
- Social media recognition
- Sponsor logo included in the Summer of the Arts Annual Report
- Opportunity to provide items for volunteer goody bags





Volunteer Sponsor Investment of \$5,000



SPONSORSHIP BENEFITS:

- Sponsor banner displayed in volunteer booth at both festivals
- Sponsor logo included on volunteer t-shirts
- Opportunity to provide SWAG promotional items/bags for all volunteers
- Opportunity to have a sponsor tent at the Iowa Arts Festival OR Iowa City Jazz Festival
- Opportunity to have information available in Volunteer Booth
- Sponsor logo on Summer of the Arts website with hotlink on Sponsor page and Volunteer page
- Sponsor logo on all volunteer marketing materials
- Recognition at both festivals by emcee from the Main Stage
- Social media recognition
- Sponsor logo included in the Summer of the Arts Annual Report





Festival Program Investment = \$2,000/festival (Jazz Fest SOLD)

BENEFITS:

- Full page ad included in the Iowa Arts Festival and/or Iowa City Jazz Festival program (distribution of approximately 600-750 copies/festival)
- Digital version of the program will be available on the appropriate Summer of the Arts Festival page of the website
- On-stage mention at sponsored festival(s)
- Social Media recognition
- Sponsor logo on Summer of the Arts website with hotlink on Sponsor page
- Sponsor logo included in the Summer of the Arts Annual Report





Merchandise Booth Investment = \$2,000/festival

BENEFITS:

- Sponsor Banner displayed in Merchandise booth throughout the weekend
- Recognition by emcee from Main Stage throughout festival(s)
- Listing in Festival Program as Merchandise Booth Sponsor
- Opportunity to have information available in Merchandise Booth
- Social media recognition
- Sponsor logo on Summer of the Arts website with hotlink on Sponsor page
- Sponsor logo included in the Summer of the Arts Annual Report





Picnic Pavilion Sponsor Investment = \$1,000/festival

BENEFITS:

- Sponsor Banner displayed in the Picnic Pavilion, located in Culinary Row at each sponsored festival
- Listing in Festival Program
- Recognition by emcee from the Main Stage at each sponsored festival
- Social media recognition
- Sponsor logo on Summer of the Arts website with hotlink
- Sponsor logo included in the Summer of the Arts Annual Report





Sponsor Booth Investment = \$1,000/festival

BENEFITS:

- Opportunity to engage festival audiences (approximately 20,000 across a typical festival weekend) by providing a game or arts-based activity in a 10'x10' space
- Featured promo in one of our weekly newsletters
- Sponsor Booth listed in the Festival Program
- Social media recognition
- Sponsor logo on Summer of the Arts website with hotlink
- Sponsor logo included in the Summer of the Arts Annual Report



May – September 2026



**Presenting Sponsor and
Stage Sponsor
SOLD for 2026**

A staple of downtown Iowa City for over 30 years, these free concerts feature musicians from eastern Iowa and regularly draw loyal crowds in the hundreds.



**Performer Sponsor
Investment = \$1,500-
\$1,750 each**

BENEFITS:

- Recognition at sponsored concert by emcee and via schedule banner displayed at all 19 **Friday Night Concerts**
- Recognition on **Friday Night Concert Series** schedule cards (approximately 1500 printed and distributed)
- Recognition on Summer of the Arts poster
- Opportunity to have a presence and address the audience at sponsored concert
- Social media recognition
- Sponsor logo on Summer of the Arts website with hotlink
- Sponsor listed on festival schedule page
- Sponsor logo included in the Summer of the Arts Annual Report





5 Saturdays: May 23,
June 13, July 11, Aug 8 & 22



**Co-Presenting Sponsor and
Stage Sponsor
SOLD for 2026**

Summer of the Arts' newest concert series features the most popular local and regional musicians in a festival setting with food trucks and a beverage garden in the lovely greenspace at Riverfront Crossings Park.



**Co-Presenting Sponsor
Investment = \$7,500**



PRESENTING SPONSOR BENEFITS:

- Sponsor name incorporated into the **Rhythms at Riverfront Crossings** Logo
- Recognition displayed at each **Rhythms at Riverfront Crossings**
- Complimentary booth at **Rhythms at Riverfront Crossings** (optional)
- Recognition in radio spots and banners displayed at Concerts
- Logo included in large banners displayed at Iowa Arts Festival and Iowa City Jazz Festival and on posters promoting the events
- Opportunity to join Executive Director on air at KCJJ Radio
- Mention in all news releases and partner media (as available)
- Sponsor logo on Summer of the Arts website with hotlink on Sponsor page, **Rhythms at Riverfront Crossings** page and rotating on the home page
- Social media recognition
- Sponsor logo included in the Summer of the Arts Annual Report





**Performer Sponsor
Investment =
\$1,750-\$3,000 each**

BENEFITS:

- Recognition at sponsored concert by emcee and via schedule banner displayed at all **FIVE Rhythms at Riverfront Crossings** concerts
- Recognition on **Rhythms at Riverfront Crossings** schedule cards (approximately 1500 printed and distributed)
- Recognition on Summer of the Arts poster
- Opportunity to have a presence and address the audience at sponsored concert
- Social media recognition
- Sponsor logo on Summer of the Arts website with hotlink
- Sponsor listed on festival schedule page
- Sponsor logo included in the Summer of the Arts Annual Report





Wednesday evenings
June-August 2026

Presenting Sponsor
SOLD for 2026



This intimate concert series brings beloved musicians to greater Iowa City's public parks and greenspaces



Performer Sponsor
Investment =
\$600/performance

BENEFITS:

- Recognition at sponsored concert by emcee and via schedule sign displayed at all 12 **Music on the Move** performances
- Recognition on **Music on the Move** schedule cards (approximately 1500 printed and distributed)
- Recognition on Summer of the Arts poster
- Opportunity to have a presence and address the audience or distribute SWAG at sponsored concert
- Social media recognition
- Sponsor logo on Summer of the Arts website with hotlink
- Sponsor listed on festival schedule page
- Sponsor logo included in the Summer of the Arts Annual Report





5 Saturdays May-
September 2026

Presenting Sponsor
SOLD for 2026

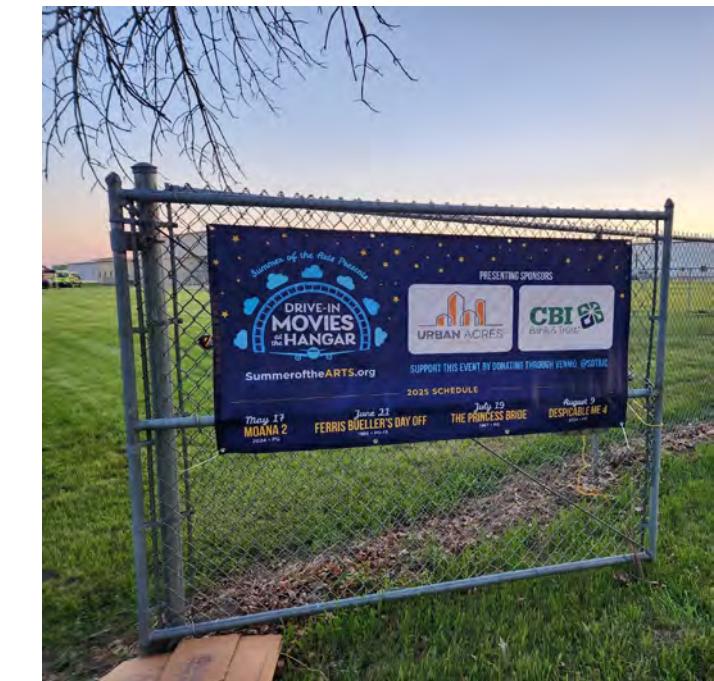




**Movie Sponsor
Investment =
\$800/movie**

BENEFITS:

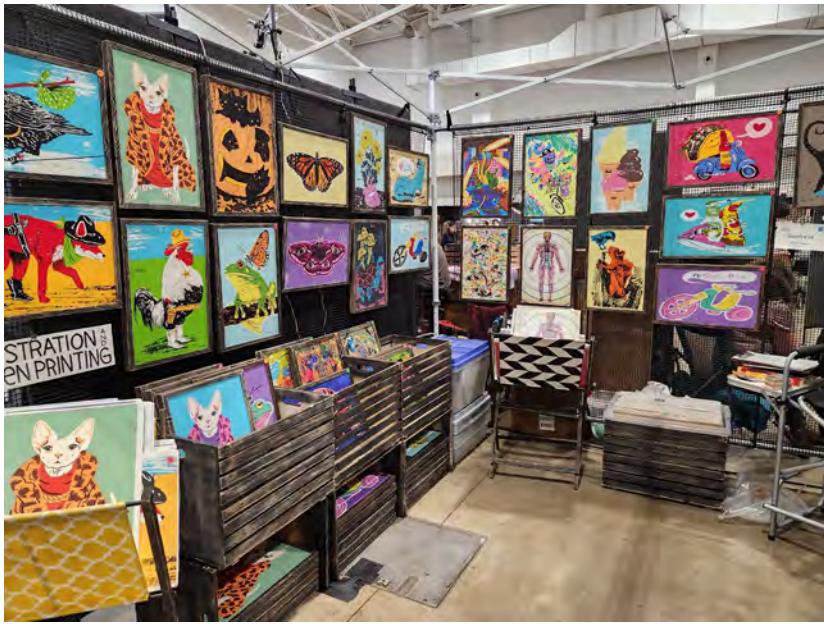
- Recognition at sponsored movie by emcee and via banner displayed at all **Drive-in Movies at the Hangar**
- Recognition on **Drive-in Movies at the Hangar** schedule cards (approximately 1500 printed and distributed)
- Recognition on Summer of the Arts All Events poster
- Opportunity to have a presence and address the audience at sponsored movie or distribute SWAG
- Social media recognition
- Sponsor logo on Summer of the Arts website with hotlink
- Sponsor listed on festival schedule page
- Sponsor logo included in the Summer of the Arts Annual Report





December 5-6, 2026

Presenting Sponsor
Investment = \$10,000





**Presenting Sponsor
Investment = \$10,000**



PRESENTING SPONSOR BENEFITS:

- Sponsor name incorporated into the **Holiday Thieves Market** Logo
- Recognition displayed all weekend at the **Holiday Thieves Market**
- Sponsor logo included on artist booth signs at the **Holiday Thieves Market**
- Sponsor Logo included on **Holiday Thieves Market** programs
- Sponsor recognition included in TV spot for Holiday Thieves Market
- Complimentary booth at Holiday Thieves Market (optional)
- Opportunity to join Executive Director on air at KCJJ Radio
- Mention in all news releases and partner media (as available)
- Sponsor logo on Summer of the Arts website with hotlink on Sponsor page, Holiday Thieves Market page and rotating on the home page
- Social media recognition
- Sponsor logo included in the Summer of the Arts Annual Report

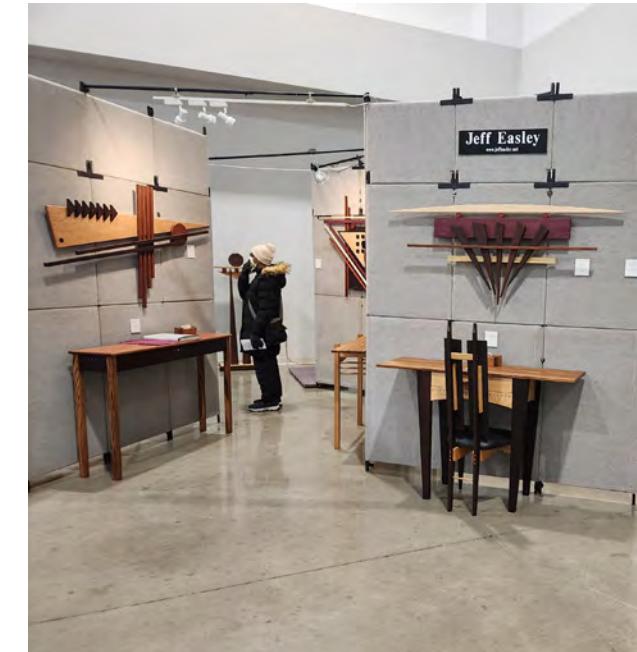
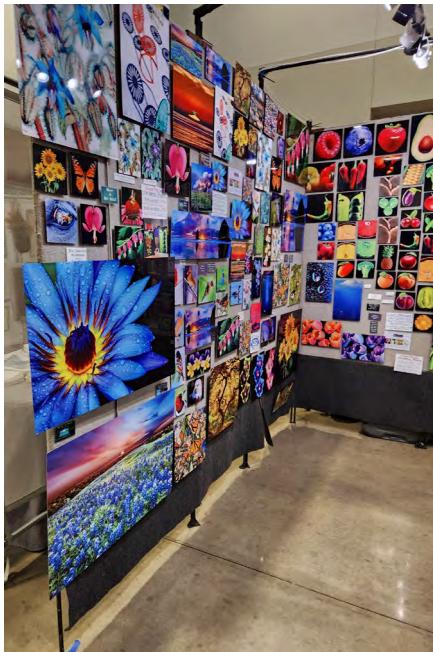




**Facilities Sponsor
Investment = \$3,000**

FACILITIES SPONSOR BENEFITS:

- Sponsor recognition displayed all weekend at the **Holiday Thieves Market**
- Sponsor logo included on artist booth signs at the **Holiday Thieves Market**
- Sponsor recognition included on artist name tags
- Sponsor Logo included on **Holiday Thieves Market** programs
- Complimentary 10 x 10 space in lobby at Holiday Thieves Market (optional)
- Sponsor logo on Summer of the Arts website with hotlink on Sponsor page and Holiday Thieves Market page
- Social media recognition
- Sponsor logo included in the Summer of the Arts Annual Report





Additional Sponsorship Opportunities

Creative Conversations Investment of \$3,500

Creative Conversations is a series of recorded video conversations with local musicians, artists, entrepreneurs and more.

Each conversation runs around 20-30 minutes and gives us insight into the creative people in the Iowa City area.

It's an opportunity to hear their stories and see the influence they have on the arts in our community and the importance of the arts in our everyday lives.

Iowa City's City Channel 4 records and edits these conversations which will then be published on the Summer of the Arts Facebook page, YouTube Channel and website.





Additional Sponsorship Opportunities

Creative Conversations Investment of \$3,500

SPONSORSHIP BENEFITS:

- Sponsor name incorporated into the logo for **Creative Conversations** (see logo above – name would be listed under the image)
- Sponsor logo displayed on each video interview as part of the **Creative Conversations** recorded in 2026
- Sponsor logo with hotlink on the sponsor page of our website
- Social media recognition when videos premier and when we promote the Creative Conversations through our social media platforms
- Sponsor recognized in newsletters where we provide links to videos
- Sponsor logo included in the Summer of the Arts Annual Report





Additional Sponsorship Opportunities



Newsletter Ad Sponsor Investment of \$3,000 for one year

SPONSORSHIP BENEFITS:

- 300 px x 300 px ad included in each weekly newsletter
- Weekly newsletter is sent to 1899 people and shared on our Facebook and Instagram pages
- Current average open rate on the weekly newsletter is 47%
- Current Facebook followers = 11,346 and Instagram followers = 2,613
- Opportunity to have ad included in additional promotional newsletters as available
- Opportunity to have information available in Volunteer Booth and/or provide SWAG for volunteer goody bags
- Social media recognition
- Sponsor logo on Summer of the Arts website with hotlink
- Sponsor logo included in the Summer of the Arts Annual Report



Additional Sponsorship Opportunities

**Disco Ball Fundraiser
(November of each year)
Investment = \$1,000**

SPONSORSHIP BENEFITS:

- Recognition in all advance publicity as sponsor of our Annual Disco Ball
- Recognition at the Disco Ball via announcements and signage
- Recognition in news media as available
- Social media recognition
- Sponsor logo on Summer of the Arts website with hotlink
- Sponsor listed on Disco Ball event page
- Sponsor logo included in the Summer of the Arts Annual Report





For additional information on sponsorship opportunities,
contact **Eric Johnson**, Development Director
at eric@summeroftheARTS.org.

We are happy to custom design the right opportunity for you!

