



2025 SPONSOR Opportunities

For more information and to design a sponsorship package that reflects how YOU want to support our work in the community, contact:

Eric Johnson

Development Director
Office: 319-337-7944
eric@summeroftheARTS.org

Lisa Bannes

Executive Director
Office: 319-337-7944
lisa@summeroftheARTS.org



WHO WE ARE

For decades, Summer of the Arts has been the heartbeat of Iowa City's cultural scene.

Since 2005, our nonprofit organization has transformed downtown spaces into vibrant venues where art comes alive. From Christian McBride's jazz masterpieces to the Beaker Brothers on the Ped Mall, we create moments that become cherished memories in our community.

With a dedicated team of four staff members and over 340 passionate volunteers, we've grown from four beloved local festivals into a cornerstone of Iowa City's cultural identity. In 2024, we proudly brought together over 70,000 people through 47 free events, showcasing our commitment to making arts accessible to all.

WHAT WE DO

Our impact extends far beyond individual events – we're cultural bridge-builders, connecting artists, audiences, and community partners to create a vibrant arts ecosystem.

Through partnerships with the Iowa City Parks and Recreation Department, Think Iowa City, South of 6, Oaknoll, and the University of Iowa, we orchestrate a diverse array of programming that includes world-class performances, art fairs, and outdoor movies. Our summer-long festival series features regional and local talent, creating a dynamic cultural tapestry that reflects and enriches our community. Our programming aligns with Iowa City's 2030 Better Together Initiative and the University of Iowa's strategic plan, demonstrating our commitment to long-term community development.



FESTIVALS AND SERIES FOR THE 2025 SEASON:

Friday Night Concert Series

May-September on the Iowa City Pedestrian Mall

Rhythms at Riverfront Crossings

May-August at Riverfront Crossings Park

Iowa Arts Festival

June 6-8 in downtown Iowa City

Drive-in Movies at the Hangar

June-August at the Iowa City Municipal Airport

Music on the Move

June-August in parks throughout the greater Iowa City area

Iowa City Jazz Festival

July 4-6 in downtown Iowa City

Holiday Thieves Market

December 6-7 at the Hyatt Regency Hotel, Coralville

GreenState Credit Union is a proud supporter of Summer of the Arts, and all they do to provide a vibrant community where everyone can be proud to live, work and play. There is never a shortage of events or activities to attend, and a lot of this can be attributed to the hard work that Summer of the Arts carries out. We encourage everyone to follow them and attend an event with your friends and family.”

Tara Wachendorf

President, GreenState Foundation
Vice President/Public Relations Director



“We’ve been a sponsor of Summer of the Arts and the Friday Night Concert Series for well over a dozen years. Going downtown on a Friday evening to catch a great local band and hang out with friends is such an ingrained experience for most townies. That feeling of community is unmatched. Summer of the Arts and all of the events they put on are an Iowa City treasure.”

Laurie Riley

Old Capitol Screen Printers

LOOKING AHEAD

Looking ahead, Summer of the Arts is committed to expanding our impact while maintaining the intimate, community-focused atmosphere that makes our events special.

We’re developing new programs to reach diverse audiences, enhancing our accessibility initiatives, and creating sustainable funding models to ensure our programming remains free for generations to come. Through continued collaboration with our sponsors, volunteers, and community partners, we’re building a cultural legacy that will enrich Iowa City’s artistic landscape for years to come.

OTHER WAYS TO SUPPORT SUMMER OF THE ARTS



Volunteer at our events



Donate to our endowment fund



Donate as an individual or become a monthly donor



Provide an in-kind donation of a needed good or service



Our wide range of events allows us to offer a wide range of sponsorship opportunities. You can also invest in our organization as a sustaining sponsor.

Individual Event/Performance Sponsorships	\$300–\$5,000
Sponsor Booth at Festivals	\$1,000–\$2,000
Other Festival Areas	\$2,000–\$5,000
Stage or Screen Sponsorships	\$2,000–\$10,000
Presenting Sponsorships	\$10,000 and up none available in 2025
Sustaining Sponsorships	\$1,500–\$10,000

GET INVOLVED

As a 501(c)3 non-profit charity, we rely on community champions like you to keep the arts thriving in Iowa City.

Your sponsorship directly supports our mission of providing free, accessible arts programming to thousands of community members. When you partner with Summer of the Arts, you join a distinguished group of community leaders who understand that a vibrant arts scene is essential to our city's quality of life. Our sponsors receive valuable recognition across multiple platforms and the opportunity to connect with our diverse, engaged audience. From event-specific sponsorships to season-long partnerships, we offer various ways to align your brand with our community's cherished cultural traditions.

As a sponsor, your investment is what makes our free community programming possible, so we want to make sure that everyone knows how important you are to what we do.

Recognition for sponsors can include:

- ★ High visibility signage during sponsored event or across a whole series of events
- ★ Presence and tabling at sponsored event
- ★ Social media and weekly newsletter marketing
- ★ Recognition from the stage during events
- ★ Sponsor listing or logo on posters and other printed marketing materials
- ★ Sponsor logo on Summer of the Arts website
- ★ And more!