



You're invited!

Where else can you see the Indigo Girls, Los Lobos, Poncho Sanchez, The Fez, Black Panther, Rico McFarland and more, all for FREE? Downtown Iowa City of course!

These are just a few examples of the exciting programming Summer of the Arts has brought to Iowa City over the past 14 years. Residents of the Iowa City area know arts and culture are important and have a tremendous economic impact on our community. We need your help in order to continue to produce these long-standing programs that are such a vital part of our community.

Summer of the Arts produces five festivals each summer — Friday Night Concert Series, Iowa Arts Festival, Free Movie Series, Iowa City Jazz Festival and Soul & Blues Festival. This year we are also including three concerts as part of the Northside Concert Series. In late 2019, we also took over the 50-year tradition of the Holiday Thieves Market, previously produced by the UI Fine Arts Council. We are excited to continue this event on December 5-6 at the Iowa Memorial Union.

Each year, Summer of the Arts provides over 125 hours of music, movies, visual artists, kids' activities, culinary delights and fun! This wouldn't happen without your generous support. We invite you to partner with us and invest in these events through a marketing sponsorship. We have a wide variety of investment levels and can tailor the sponsorship to your marketing goals.

Thank you for considering an investment in Summer of the Arts!

Sincerely,

Abby Restko, Glassando
Board President

Lisa J. Barnes, Summer of the Arts
Executive Director





Why Invest?

Marketing Opportunities:

Our sponsors are recognized through traditional advertising, social media, our website, and at the events themselves through signage or banners, announcements from the stage or in person.

Build Community:

Supporting Summer of the Arts shows your commitment to the arts in the Iowa City area and allows you the opportunity to support our mission of building community by bringing people together through the arts.

Promote Diversity:

Our programming attracts many segments of our population and showcases the artistic and cultural accomplishments of our diverse world.

Open to All:

We celebrate the fact that we don't charge admission for our festivals. We welcome people from all backgrounds and demographics and provide programming that all ages can enjoy.

Benefit Local Performers and Artists:

We showcase the best local performers on 8 stages and Iowa artists comprise over 60% of the artists represented at the Iowa Arts Festival.

Economic Impact:

A National Endowment for the Arts statistic states that for every dollar arts and culture venues spend, \$18 is generated in the local economy. Summer of the Arts generates approximately \$5.4 million dollars for our local economy.

Award-Winning Programs:

The Iowa Arts Festival is regularly recognized as the Best Festival in the area through the Iowa City Press-Citizen and Locals Love Us, with the Iowa City Jazz Festival receiving recognition as One of the Best. For the last two years the Iowa Arts Festival has been recognized as the Best Festival through Little Village's Best of CRANDIC. Summer of the Arts programming has also received awards through the Iowa Cultural Corridor Alliance and International Festival and Events Association.





History of Festivals

Iowa Arts Festival:

The Iowa Arts Festival has been Iowa City's unofficial kickoff to summer since 1983. Covering nine downtown city blocks, it includes a juried fine art show with approximately 115 artists from around the country, an Emerging Student Artist Pavilion, a Main Stage which features a combination of local and national performers such as Los Lobos, Steve Earl, and the Indigo Girls, a local side stage, a children's area with a family stage, a local Carnival Parade, and with food and beverage vendors.

Iowa City Jazz Festival:

The Iowa City Jazz Festival was founded in 1991 to feature jazz music and make it accessible to the public. The festival includes a Main Stage, three side stages (College, Local and Youth), a small artist row and food and beverage vendors. The Jazz Festival has been recognized as one of the top ten jazz festivals in the country through Downbeat Magazine and has a history of bringing in high quality established jazz musicians like Donny McCaslin and Poncho Sanchez as well as up-and-coming jazz musicians.

Friday Night Concert Series:

The Friday Night Concert Series runs weekly from mid-May through August and has been bringing the community together since 1993. Attendees enjoy live music from a wide range of genres performed by some of the best musicians in Eastern Iowa. This is the event that really brings out the Iowa City community from all walks of life to dance and enjoy their favorite bands.

Free Movie Series:

The Free Movie Series started as a pilot program in 2005 and was added to Summer of the Arts when the organization was formed later that year. We show 9-11 movies on the University of Iowa campus outside of Macbride Hall weekly from June—August. All movies are rated PG-13 or lower so the movie can be enjoyed by everyone. The series features a combination of recent hits as well as classics from drama to comedy, musicals and animated feature films.

Soul & Blues Festival:

Iowa Soul Festival started in 2013, and in 2019 the name was changed to the Soul & Blues Festival as the focus shifted to celebrating the Black experience through the local and global reach of Soul & Blues music. This two day festival also includes a Black Author's Panel, food and beverage vendors and children's activities.

Holiday Thieves Market:

Summer of the Arts stepped up in 2019 and began producing the Holiday Thieves Market when the University of Iowa announced the cancellation of Fine Arts Council and thus the discontinuation of the event's 50 year tradition. This holiday fine art show features approximately 110 fine artists from around the Midwest and provide a great opportunity for holiday shopping in early December.





Sponsorship Benefits

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 festival attendees throughout the event
- VIP passes to enjoy the hospitality tent backstage at our weekend-long festivals
- Use of logo in promotions
- VIP parking at events
- Increased online exposure on our website and social media



We strive to help you meet your goals! Summer of the Arts provides 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 work, live, visit, and play
- Customized sponsorship plans are available!





Entertainment Sponsors

PREMIER: \$10,000+

- Main Stage (\$10,000) - Iowa Arts Festival, Iowa City Jazz Festival, or Friday Night Concert Series

GOLD: \$5,000 - \$9,999

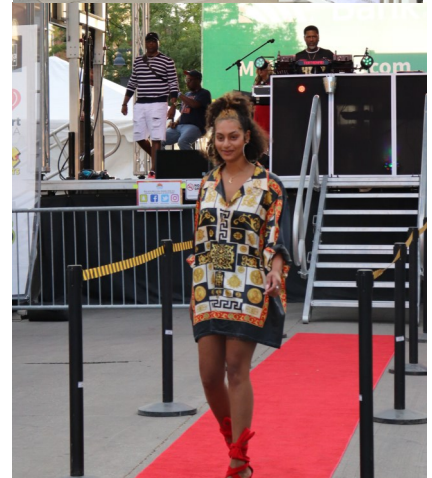
- Main Stage (\$5,000) - Soul & Blues Fest
- Family Stage (\$5,000) - Iowa Arts Festival
- Headliner Band (\$5,000) - Iowa Arts Festival OR Iowa City Jazz Festival

SILVER: \$1,500 - \$4,999

- Linn Street LIVE Stage (\$3,000) - Iowa Arts Festival
- Side Stage: Local, College or Youth (\$2,500) - Iowa City Jazz Festival
- Backstage Hospitality (\$2,500) - Iowa Arts Festival, Iowa City Jazz Festival and Soul & Blues Fest
- Festival t-shirt sponsor (\$2,000) – Iowa Arts Festival OR Iowa City Jazz Festival
- Fashion Show (\$1,500) - Soul & Blues Fest

BRONZE: under \$1,500

- Friday Night Concert Series Band (\$1,200)
- Daytime/Evening Opening Band (\$500 - \$1,000) - Iowa Arts Festival, Iowa City Jazz Festival, or Soul & Blues Fest
- Artist Hospitality (\$1,000) - Iowa Arts Festival
- Performer Hospitality/Transportation (\$1,000) - Iowa Arts Festival or Iowa City Jazz Festival
- Movie (\$800) - Free Movie Series
- Black Author's Panel (\$500) – Soul & Blues Festival
- Family Stage Performance (\$300) - Iowa Arts Festival
- Linn Street LIVE Stage Performance (\$300) - Iowa Arts Festival





Education/Green Sponsors

PREMIER/GOLD: \$10,000+

- Internship Education Program (\$5,000-\$10,000)
- Think Be Live Green Initiative (\$5,000-\$10,000)

GOLD: \$5,000 - \$9,999

- Children's Global Village (\$5,000) - Iowa Arts Festival
- Children's ABC's: Arts, Books and Children (\$5,000) Iowa Arts Festival
- Emerging Artist Pavilion (\$5,000) - Iowa Arts Festival
- Website Sponsor (\$3,500)



SILVER: \$1,500 - \$4,999

- FUN Zone (\$2,500) - Iowa City Jazz Festival and Soul & Blues Fest
- Hydration Stations (\$2,500) - Iowa Arts Festival and Iowa City Jazz Festival
- Leadership and Development (\$2,500)
- Newsletter Advertising (\$2,000)
- Valet Bicycle Parking (\$2,000) - Iowa Arts Festival, Iowa City Jazz Festival AND Soul & Blues Fest
- Non-profit Arts Pavilion (\$1,500) – Iowa Arts Festival
- Kidz Creative Corner (\$1,500) – Iowa Arts Festival and Iowa City Jazz Festival
- Eco-Education Booths (\$1,500) - Iowa Arts Festival, Iowa City Jazz Festival or Soul & Blues Fest
- First Aid Booth (\$1,500) - Iowa Arts Festival, Iowa City Jazz Festival and Soul & Blues Fest
- Artist Awards (\$1,500) - Iowa Arts Festival
- Heat Fighter (\$1,500) – help us cool things off at our festivals! Iowa Arts Festival, Iowa City Jazz Festival AND Soul & Blues Festival



BRONZE: under \$1,500

- Educational Workshops, Programs, and Events (\$500 - \$1,000)
- Craft and Activity Supplies (\$500)





Operational Sponsors

PREMIER: \$10,000+ (each)

Recognition provided at all weekend-long festivals

- Volunteer Program
- Facilities: Office Space Support
- General Operational Support

GOLD: \$5,000 - \$9,999

- Beverage Garden (\$7,500) - Iowa Arts Festival, Iowa City Jazz Festival, and Soul & Blues Fest
- Merchandise Booth (\$5,000) - Iowa Arts Festival, Iowa City Jazz Festival, and Soul & Blues Fest
- Info Booth (\$5,000) - Iowa Arts Festival, Iowa City Jazz Festival, and Soul & Blues Fest
- Culinary Delights (\$5,000) - Iowa Arts Festival or Iowa City Jazz Festival

SILVER: \$1,500 - \$4,999

- Art Fair (\$3,000) - Iowa Arts Festival and Iowa City Jazz Festival
- Golf Carts (\$2,500) - Iowa Arts Festival, Iowa City Jazz Festival, and Soul & Blues Fest
- Information & Technology (\$2,500)
- Picnic Pavillion (\$1,500) - Iowa Arts Festival and Iowa City Jazz Festival
- Fest Friends Kickoff Party (\$1,500)

BRONZE: under \$1,500

- Accessibility or Performer Shuttle (\$750) - Iowa Arts Festival, and Iowa City Jazz Festival
- Communications: Computers/Internet (\$500)

