



Dear Patron of the Arts,

Now in its 20th year, the 2021 Boston Arts Festival will be held in Christopher Columbus Park on Saturday, September 11th and Sunday, September 12th.

The Boston Arts Festival, one of the best attended and most significant annual events of the Boston Arts community, brings tens of thousands of visitors into the city. Formerly funded by the City of Boston, it is now run by Artists Crossing, the respected artist-run group responsible for a well-known gallery and several annual art events throughout the city, such as the Beacon Hill Art Walk.

Juried artists pay a nominal fee to participate in The Boston Arts Festival, but that covers only a small portion of operational expenses. This is why we need your help – please show your appreciation and support of the incredibly talented artists and community by providing a generous donation for this amazing event.

Please review the enclosed form showing the Levels of Sponsorship for the 2021 Boston Arts Festival. Our printed materials are circulated to thousands of attendees, as well as Visitor Centers and hotels throughout the Boston area for months prior to the event. Your logo can be on banners and signage on our Main Stage and throughout the Park. Your organization will be represented at the event and featured on our website through March 2022.

Our City of Boston has so many talented artists and musicians, and this unique event kicks off the fall Open Studios season. We care so deeply about the Boston Arts community that we have to continue the tradition. Please join us in making this happen!

Thank you for your consideration and support,

Jen Matson & Peter Taibi
Artists Crossing | The Boston Arts Festival

Yes!

We wish to support The Boston Arts Festival as indicated:

____ **Our Presenting Sponsor**.....\$30,000 +

- Exclusivity
- 20x40 footprint at Festival
- Corporate logo on all printed materials
- Main Stage banner
- Signage/banner opportunities (banners, posters, flyers etc)
- Status level on printed materials
- Corporate logo on stage
- Corporate logo on event advertisements
- Corporate logo on Arts Festival homepage and individual corporate page on website through March 2021
- Opportunity for Main Stage presentations
- Main Stage mentions
- Opportunity to have corporate/ promotional vehicle as part of your space
- Opportunity to distribute pre-approved sample items
- Multiple mentions and links in our social media campaigns tailored to the needs of your organization
- Inclusion in our Press Release
- Inclusion in email newsletter to Festival mailing list
- We will customize sponsorship package to you

____ **Major Sponsor**..... \$15,000+

- Category exclusivity
- 10x30 footprint at Festival
- Corporate logo on all printed materials
- Status level on printed materials
- Corporate logo on main stage
- Corporate logo on event advertisements
- Corporate logo on Arts Festival homepage and individual corporate page on website through March 2021
- Main stage mentions
- Inclusion in email newsletter to Festival mailing list

- Opportunity to distribute pre-approved sample items

_____ **Supporting Sponsor**..... \$7,500+

- 10x20 footprint at Festival
- Corporate logo on printed materials
- Status level on printed materials
- Corporate logo and ad on Arts Festival website through March 2021
- Main stage mentions
- Opportunity to distribute pre-approved sample items
- Inclusion in email newsletter to Festival mailing list

_____ **10 x 10 Promotional Vendor Space** ... (tent not included)

..... One Day: \$2,500
Both Days: \$4,000

_____ **Neighbor**..... \$1,000

- Thank you, logo & link on Arts Festival website through March 2021
- Thank you mention & your link posted on our social media
- Thank you & your link included in our email newsletter to Festival mailing list

Please fill out our online form at:

TheBostonArtsFestival.com

with the information you'd like printed in our our materials, and **please send hi-res logo and print-ready ad artwork jpegs to:**

contact@TheBostonArtsFestival.com

Please make check payable to The Boston Arts Festival and mail to:

The Boston Arts Festival

P.O. Box 171080, Boston, MA 02117