

SPONSORSHIP

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UPTOWN INFO BOOTH



Friday, August 1 - Sunday, August 3

The Uptown Information Booth located at the top of The Mall acts as a concierge for the art fair and all things Uptown.

Our 2013 attendee survey indicated that 87% of fair goers planned to visit local businesses while at the Uptown Art Fair so this is a MUST stop location.

PACKAGE A

- Presenting rights exclusive to your businesses (Uptown Information Booth Presented by ...)
- Logo and name on 3'x29' front banner
- Logo and name on back of booth volunteer t-shirts
- Full page, full color ad in 40,000 event programs
- Name recognition on all marketing materials
- Dedicated 6 ft space for business material handouts
- (3) 18 x 24 signs inside booth
- (2) 36 x 24 sandwich boards outside booth
- Exclusive promotion of grand prize for survey encouragement
- Logo placement on all Uptown Art Fair collateral materials including: Uptown Art Fair Website, Poster, and Event Program

Sponsorship Contribution: \$3,500 cash contribution.

NEW THIS YEAR!

4 low cost options for promoting YOUR BUSINESS to nearly 400,000 people in one weekend.

SIGN UP BY JUNE 25

PACKAGE B

- Logo on 3'x29' front banner
- Name recognition on all marketing materials
- Shared 6 ft space for business material handouts
- (2) 18 x 24 signs inside booth
- (2) 36 x 24 sandwich boards outside booth
- Logo placement on all Uptown Art Fair collateral materials including Uptown Art Fair website, poster, and event program
- 1/2 page ad in 40,000 event programs

Sponsorship Contribution: \$2,000 cash contribution.

PACKAGE C

- Logo on 3'x10' side banner
- Name recognition on all marketing materials
- Shared 6 ft space for business material handouts
- (1) 18"x24" sign inside booth
- Logo placement on all Uptown Art Fair collateral materials including Uptown Art Fair website, poster, and event program

Sponsorship Contribution: \$1,000 cash contribution.

PACKAGE D

- Opportunity to participate in collateral distribution or giveaway
- Social media outreach

Sponsorship Contribution: \$350 cash contribution.



BONUS!

PACKAGE A, B & C WILL ALSO INCLUDE:

- Dedicated hashtag in social media promotion
- Facebook and Twitter mentions from July 31 - August 3
- Logo included in: 10 newspapers, 4 magazines, 2 entry points into event, 27 directional signs on property, 6 window displays, 1,000 artist newsletters, and 500 informational booklets



To view all the ways
your business can get
involved in the
2014 Uptown Art Fair visit
UptownArtFair.com/Community



SIGN UP BY MAIL, EMAIL OR FAX BY JUNE 25

BUSINESS	CONTACT
EMAIL	PHONE
ADDRESS	

OPTION A OPTION B OPTION C OPTION D

For additional information visit UptownArtFair.com

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UPTOWN ASSOCIATION

Producers of the Uptown Art Fair since 1973

CONTACT MAUDE LOVELLE at (612) 823-4581 for more information.