



# the uptown art fair

Celebrating its 54th Anniversary in 2017, this small neighborhood art fair has grown into a nationally recognized three-day event attracting nearly 400,000 people in one weekend. The prestigious Uptown Art Fair provides an exclusive opportunity to showcase your brand at the second most attended event in Minnesota!

## 2017 DATES

Friday, August 4 - Sunday, August 6

## BE UPTOWN

Uptown Minneapolis is an eclectic mix of commercial, and residential properties in South Minneapolis. The intersection of Lake Street and Hennepin Avenue is the center of a lively, business district and is one of the busiest intersections in the state of Minnesota.

## FEATURES AND ACTIVITIES

- Over 340 artists from around the world
- Artist sales of over \$1.7 million in 12 different media in 2016
- Youth art fair
- Over 25 food vendors
- Outdoor beer gardens
- Performance stage with day and evening entertainment
- Interactive family art activities
- Culinary arts competition
- Charitable Partners tent



## AN AWARD WINNING FAIR

The Uptown Art Fair is the winner of over 140 International Festivals and Events Association (IFEA) Pinnacle Awards—the most prestigious awards in the special events industry. In addition, Art Fair Sourcebook listed the 2014 Uptown Art Fair as 12th in the nation & The Harris Guide ranked it the #1 Art Fair in Minnesota.

## EXPOSURE TO AN IDEAL AUDIENCE

The Uptown Art Fair is promoted aggressively through dedicated marketing vehicles including web, print, TV, mobile, outdoor, radio and social media generating 148,734,641 impressions in 2016. Total overall ad equivalency was \$34,977,799. The art fair draws a diverse audience of nearly 400,000 including loyal attendees and newcomers. 24.3% of visitors surveyed in 2016 were first-timers, and 27.8% indicated that they had attended more than 10 times. Fair goers are predominately female (71.8%) between the ages of 46-65 with an average income of \$76,000 - \$124,000.

## SPONSORSHIP

Sponsoring the Uptown Art Fair allows you to reach thousands of potential new customers, who otherwise may not have had the opportunity to learn about your brand. We customize each sponsorship package to match your business goals and maximize your return on investment.

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

[www.uptownartfair.com](http://www.uptownartfair.com)