



JUNE 5TH

WWW.CAMBRIDGEARTSFESTIVAL.COM



The 2010 Cambridge Arts Festival

In association with the City of Cambridge

Sponsorship Proposal

Dear Sponsor,

On Saturday, June 5, 2010, the Cambridge Civic Center and Art Centre will welcome more than 5000 local families and arts enthusiasts to the 15th annual Cambridge Arts Festival. They will be treated to an estimated 50 live performances, demonstrations, workshops, displays, and interactive activities. More than 100 local artists in the areas of dance, children’s entertainment, literary, performance, and visual arts will have the opportunity to, not only share their art with the public, but also to teach about it and the creative process.

The festival is run by a passionate and dedicated volunteer committee whose combined skills make it a truly community event. In 2009 our goal was to attract 5 000 people to the festival and we did it! In 2010 we are aiming to double for 10 000 people and we need your help to make this possible!

The Cambridge Arts Festival is focusing on marketing, better site planning, increasing the number of artists involved, promoting various art related events before and after the festival, and increased interaction between businesses and artists.

Currently, we are seeking your help in order to attain the goals of the festival through cash or in-kind donations in exchange for a sponsorship package. There are VENDOR and ADVERTISING opportunities for sponsors. Last year sponsors included:

Stems and More
Cambridge Hotel and Conference Centre
BMO Bank of Montreal
Boston Pizza
Dr. Bill Russell
Sobeys

Book Express
Gosse Masonry
Phidon
Factory Arts
Home N-T-t
Wyndam Art Supplies

It is our belief that your partnership will be a positive and rewarding experience for your business, the local community, and the Cambridge Arts Festival. Together we can promote creativity through the arts and aim to encourage the next generation to participate in the arts. We greatly appreciate your support and would like to take the opportunity to thank you in advance for taking your time to consider participating in the Cambridge Art Festival.

Sincerely,

Elizabeth Gosse
Sponsorship Coordinator



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Mission Statement

The Cambridge Arts Festival strives to ensure that all local artists have the opportunity to display their art forms in a pleasant location to be viewed by members of their own community.

About Us

The Cambridge Arts Festival is celebrating 15 years in 2010. The Cambridge Arts Festival began in September 1995 and has been an annual event held in Cambridge every June. The Cambridge Arts Festival is a grass roots organization aimed to provide a space for up and coming local artists to display their talents for Cambridge and surrounding communities.

The first venue for the festival was at Mill Race Park. Since June of 1995, the Cambridge Arts Festival has been held on the second weekend in June. The Cambridge Arts Festival focuses on giving local artists and opportunity to display their artwork on a grass-roots level in order for them to network and expose their creative abilities to the community.

In 2008, the Cambridge Arts Festival was held at the new Civic Administrative Building (also known as the new City Hall). This new space enables the festival to utilize a larger number of spaces for displaying artwork, holding performances, space for workshops, and showcasing artists from our communities.

The 2010 Cambridge Arts Festival will be held on Saturday June 5, 2010 from 10 am to 10 pm. The festival focuses on visual arts, children's area, musical arts, performing arts, and literary arts. With a Children's area, two performance stages, musical performances, and a host of interactive workshops, there's something for everyone! For the very young to the young-at-heart, the 2010 Cambridge Arts Festival promises to be the biggest and the best yet!

Overview

On Saturday June 5, 2010, the Cambridge Civic Center and Art Centre will welcome over 10,000 people including families and arts enthusiasts at the 2010 Cambridge Arts Festival.

Members of the community will be invited to experience approximately 100 live performances, demonstrations, workshops, displays, and interactive activities. A vast range of local artists in the areas of dance, children, literary, performance, and visual arts will have the opportunity to not only share their art with the public, but also to teach members of the community about the different art forms and its creative processes.



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WHAT'S NEW FOR 2010?

This year the 2010 Cambridge Arts Festival Committee is reaching out to the community and hosting fundraising events in order to promote the festival connect to businesses and the community, and make the arts fun for everyone.

Poetry Contest runs February 26 to April 16, 2010

Poetry Slam will happen on April 9, 2010 at Euphoria located at 20 Dickson St, Cambridge ON

Float in the St Patrick's Day Parade

Art Fundraiser Fall 2010

Furthermore, we are extending our hours in the Children's Area, Literary Stage, and Artist Alley. We are also expanding the number of participants in the Culinary Arts and Visual Arts.

Event details

Date and Time June 5, 2010 from 10am – 10pm

Location Dickson St in front of the City Hall

Attendees Target is 10,000 people
Families, Art Supporters, Young Adults, Kids, Seniors, and everyone else

Cost Free for artists and the public.
We are able to host a free festival from grants, sponsors, fundraising, and through donations

Parking There are approximately 1,000 parking spaces available within a few blocks of the venue. In addition, the Ainslie Street Transit Terminal is within a 5-minute walk.



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Sponsorship Packages

Platinum Sponsorship	\$2000
<ul style="list-style-type: none"> • Naming rights to an area* • Logo on all event and venue signage including pre-event advertising and Festival T-shirt sold the day of the festival** • Logo under Platinum Level on website • Opportunity to distribute handouts about company/organization <ul style="list-style-type: none"> ○ Will be provided 8 x 3 table and 2 chairs to set up a station ○ Space provided will be approx. 10 x 10 • Full page Colour advertisement in Festival Program (provided by sponsor or coordinate with Committee Member to make one) • Opportunity for employees to participate at the Festival wearing your company t-shirt or the festival t-shirt 	
Gold Sponsorship	\$1000
<ul style="list-style-type: none"> • Logo on all day of event and venue signage including T-Shirt sold the day of the festival** • Logo under Gold Sponsorship Level on Website • Opportunity to distribute handouts about company/organization <ul style="list-style-type: none"> ○ Will be provided 8 x 3 table and 2 chairs to set up a station ○ Space provided will be approx. 10 x 10 • Half page Colour advertisement in Festival Program (provided by sponsor or coordinate with Committee Member to make one) 	
Silver Sponsorship	\$500
<ul style="list-style-type: none"> • Half page Black and White advertisement in Festival Program (provided by sponsor) • Logo under Silver Sponsorship Level on website • Opportunity to distribute handouts about company/organization <ul style="list-style-type: none"> ○ Will be provided 8 x 3 table and 2 chairs to set up a station ○ Space provided will be approx. 10 x 10 	
Bronze Sponsorship	\$250
<ul style="list-style-type: none"> • Quarter page Black and White advertisement in Festival Program (provided by sponsor) • Logo under Bronze Sponsorship Level on website • Opportunity to distribute handouts about company/organization at the Festival 	
Friends of Festival Sponsorship	\$50
<ul style="list-style-type: none"> • 1x2 logo on last page of Festival Program • Logo under Friends of Festival Level on website 	

*This is on a first-come-first-choice basis. We also reserve the right to restrict the naming rights to an area if we deem it is unsuitable. There are a limited number of areas including:

- | | |
|-------------------|-----------------------|
| Music Stage | Food Court Area |
| Performance Stage | Installation Art Area |
| Children's Area | Literary Stage |
| Artists Alley | |

** The due date to receive black and white logos to be printed on the T-Shirts is April 15, 2010. All advertisements and logos for the rest of the printing are due on May 1, 2010.



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Advertising Packages

Full Page	\$400
<ul style="list-style-type: none">• Full page colour advertisement in Festival Program• Logo on Friends of the Festival Level on the Website	
Half Page	\$200
<ul style="list-style-type: none">• Half page Black and White advertisement in Festival Program• Logo on Friends of the Festival Level on the Website	
Quarter Page	\$100
<ul style="list-style-type: none">• Quarter page Black and White advertisement in Festival Program	

If you would like more information about becoming a 2010 Sponsor, please contact our Sponsorship Coordinator or Chair:

Elizabeth Gosse

Sponsorship Coordinator

2010 Cambridge Arts Festival

Lizzie_g_ca@hotmail.com

www.cambridgeartsfestival.com

Ean Kools

Chair

2010 Cambridge Arts Festival

Skam158@hotmail.com

www.cambridgeartsfestival.com



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Donations/In-Kind Needed

We are currently seeking cash donations in order to improve our music stage and increase marketing for the festival. We are also looking for donations or in-kind items. Here is a short list of materials or services the festival needs. We offer sponsorship exchange for in-kind services and donations (min. of \$50 value) for items we require.

Supplies for Children's Area:

- Paint
- Paint Brushes
- Rocks
- Shaving Cream
- White Glue
- Various kinds of paper
- Markers
- Foam Pieces
- Thumbtacks
- Quick Drying Glue
- Spray Adhesive
- Blank Cards
- Red/White Table Clothes
- Plasticine
- Pipe cleaners
- Black Paper
- Face Paint
- Sealer
- Toy Cars
- Googlie eyes
- Glue Sticks
- Sponges/Bufs

Volunteers:

- Food
- Water
- Pop

Literary Arts:

- 6 Prizes for Poetry Contest winners

Music:

- Music Stage
- Shade Covering for Stage

Promotions and Marketing:

- Print Advertisements
- Online Advertisements

General:

- Ten 10x10 Festival Tents