



## **Sponsorship Request**

### **2015 CAMBRIDGE ARTS FESTIVAL**

62 Dickson Street  
Cambridge, ON N1R 1T8  
mail@cambridgeartsfestival.com  
www.cambridgeartsfestival.com

**Wendy Campbell**  
Co-Chair  
sponsorship@cambridgeartsfestival.com

### **About Us**

On June 20, 2015, the Cambridge Arts Festival welcomes community members and local artists to share in a day of free art, music, performance and much more. Each year we come together with the single mission to provide local artists with the opportunity to share their art forms with members of their own community.

Now in its 20<sup>th</sup> year, the Cambridge Arts Festival will run from 10:00 a.m. to 8:00 p.m. This year's festival will have all the favourites including live music, artist booths, a performance stage, vendors, and more! We continue to build on our art and technology theme introduced in 2013, while also promoting eco-friendly initiatives. This year's festival will include a bigger and better children's area, a maker lab, more interactive installations, and some new surprises.

### **Your Help is Critical to Our Success**

As a non-profit organization, we rely on the support of community members and local businesses from the Cambridge area. Our mandate is to provide a free festival for both artists and the public. We want to ensure we can bring together all the facets that make the festival unique and free, and your financial support is fundamental. This year, we're hoping you'll help us to make the festival better than ever for Cambridge and the surrounding communities.

### **Timeframes**

Our goal for securing all sponsorships is May 10, 2015. We will begin printing t-shirts, signage and our festival brochure in May, 2015.

## Sponsorship Opportunities

### **Festival Sponsor \$5,000**

- ^ Naming rights to the entire festival plus one area of the festival (of your choice)
- ^ Logo on posters and signage and festival brochure
- ^ Logo on all signage for pre-event promotions
- ^ Name of company/organization on street banner
- ^ Mention on radio, in newspaper, social media, and other festival promotions
- ^ Prime 10 x 10 vendor spot
- ^ Recognition on the festival website's homepage and in social media

### **Platinum Sponsor \$2,000**

- ^ Naming rights to a festival area (maker lab, visual arts, main stage, busker stage, children's area)
- ^ Logo on posters and signage and festival brochure
- ^ Mention on radio, in newspaper, social media, and other festival promotions (where possible)
- ^ Prime 10 x 10 vendor spot
- ^ Recognition on the festival website and in social media

### **Gold Sponsor \$1,000**

- ^ Naming rights to one remaining festival area or installation (maker lab, visual arts, main stage, busker stage, children's area)
- ^ Logo on posters and signage and festival brochure
- ^ 10 x 10 vendor spot
- ^ Recognition on the festival website and in social media

### **Silver Sponsor \$500**

- ^ 10 x 10 vendor spot
- ^ Logo on posters and signage and festival brochure
- ^ Recognition on the festival website and in social media

### **Bronze Sponsor \$250**

- ^ Logo in festival brochure
- ^ Recognition on the festival website and in social media

### **Friends of the Festival Sponsor \$50 - \$249**

- ^ Logo in festival brochure
- ^ Recognition on the festival website and in social media

## 2012 Cambridge Arts Festival Sponsorship Agreement

Please select the sponsorship option that best meets your donation goals. We welcome the opportunity to tailor sponsorship not outlined below.

- Festival Sponsorship** \$5000  Cash
- Platinum Sponsorship** \$2000  Cash
- Gold Sponsorship** \$1000  Cash  In-Kind
- Silver Sponsorship** \$500  Cash  In-Kind
- Bronze** \$250  Cash  In-Kind
- Friends of the Festival** \$50  Cash  In-Kind

Please indicate which In-Kind donation you will be offering

- Music Stage (Set-up, crew, and clean-up)  Visual Arts
- Performance Stage (Set-up, crew, and clean-up)  Short Film Area
- Literary Stage  Children's Area
- Volunteer supplies (food and beverage)
- Marketing  radio  newspaper  television  print  online
- Merchandise  T-Shirts  Tote Bags  Water Bottles
- Other:

### Authorized Signature of Commitment (Please Print):

I \_\_\_\_\_ (your name) of \_\_\_\_\_ (company name, if applicable) support the 2015 Cambridge Arts Festival and will honour the sponsorship contribution of \$\_\_\_\_\_ related to the \_\_\_\_\_ (sponsorship level) detailed above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Telephone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Please Return Sponsorship Commitment form to:  
Cambridge Arts Festival  
C/O Wendy Campbell  
62 Dickson St. Cambridge, ON N1R 1T8

Please make cheques payable to Cambridge Arts Festival. Please contact Sponsorship Coordinator Andr ea Parisien for more information.

**Thank You for Your Generosity!**