



NEAR SOUTHSIDE, INC.
PRESENTS
**ARTS
GOOGLE**
A NEAR SOUTHSIDE EXPERIENCE

Saturday, October 21, 2017 – 12pm to 10pm

600+ ARTISTS | 90+ BANDS | FREE EVENT

Celebrating 15 Years as the Near Southside's Premier Arts Event

Since its inception in 2003, ArtsGoggle has evolved into a popular festival of the arts in this eclectic neighborhood of historic elegance and urbanism immediately south of the central business district of Fort Worth. This free to the public, family-friendly event attracts a crowd as diverse as the neighborhood itself with live music, artistic displays of every kind, food, drink, and fun for everyone.

ArtsGoggle is unlike any event in Fort Worth, as residents from the nearby Fairmount, Mistletoe Heights, Berkeley Place, and Ryan Place neighborhoods are joined by medical district workers and visitors from throughout the region for a community open house focused in the Near Southside.

Neighborhood Businesses Transform into Art Galleries

Magnolia Avenue businesses will open their doors to show off the work of a wide array of local artists. This new ArtsGoggle special feature will be called *Gallery at Goggle*, and will showcase fine art and gallery-quality artists inside each of the participating business, or as we call them "venues". In support of the Fort Worth arts community, these businesses clear their walls, rearrange furniture, and transform their traditional work environments into gallery space displaying the work of ArtsGoggle artists. Venues receive no compensation for hosting; in fact, they go to great expense and effort. This unique partnership between business and artist is a distinctive feature of ArtsGoggle. We hope you will join us indoors for this special ArtsGoggle experience!

Taking It to the Street

In addition to Gallery at Goggle, ArtsGoggle hosts an outdoor street party spreading more than a mile across the Magnolia Village. The street festival closes Magnolia Ave. to car traffic from 8th Ave. to South Main Street and fills 18 blocks with more 650 visual artists booths and four stages with music and performance art of all varieties. This exciting street festival atmosphere that completely transforms our Near Southside public spaces. One of the event's goals – along with celebrating art of all kinds – is to showcase the unique and memorable character of the Near Southside. The vibrancy and excitement of the outdoor block party captures the neighborhood spirit perfectly, as friends meet to share ArtsGoggle highlights and discoveries. It is easy and safe to see everything ArtsGoggle has to offer. Visitors are invited to park their cars and

rediscover this revitalized urban neighborhood by foot or by bicycle, including Fort Worth Bike Sharing bikes.

ArtsGoggle prides itself in hosting a casual, approachable and vibrant environment to appreciate art and learn about the talents within our own community. For more than a decade, ArtsGoggle has been the launch pad for many artists showing their work for the first time. ArtsGoggle provides a supportive setting for both aspiring and professional visual artists, to display, sell and seek comment on their artwork.

Embracing all arts, the event also boasts an impressive program of **performance art and music**. The 2016 ArtsGoggle featured more than 90 bands, many of which have members who live or work in the Near Southside. The entertainment at ArtsGoggle is diverse and showcases music from a variety of cultures and styles. The event partners with arts organizations across Fort Worth to draw attention to their programs. In years past ArtsGoggle has hosted the Fort Worth Opera for pop-up concerts; showcased Ballet Folklorico de Azteca for a colorful dance performance; and hosted The Bucket List Jazz Band, a band dedicated to the lifelong dream of 90-year-old Jim Milam to resurrect Dixieland Jazz.

Affordable for Artists and Patrons

The event is committed to keeping artist's fees affordable by requiring a registration fee of only \$45, with no other fees to participate. ArtsGoggle is free to the public, with no wristbands, tickets, admission costs. Unlike many popular for-profit events in Fort Worth, ArtsGoggle is produced by a not-for-profit community organization and thus has no need to produce revenue. Instead, the event is exclusively focused on creating an environment to appreciate and celebrate the arts. All funds raised for the event will be dedicated to producing a memorable and successful experience for artists, venues and patrons of all ages.

Event Producer

ArtsGoggle is presented by Near Southside, Inc., the non-profit redevelopment organization working to revitalize this important urban neighborhood, in partnership with our sister organization Historic Southside, Inc. **The event has regularly drawn crowds of 7,000-10,000 and has experienced incredible growth over the last two years with a crowd estimated at 30,000 attendees in 2015 and 40,000 attendees in 2016** filling the streets with visitors of all ages. The scene is a wonderfully pleasant testament to the community spirit that fills the Near Southside.

ArtsGoggle is an expansion of Near Southside Inc.'s efforts to promote the Near Southside and build the community fabric essential to our continued development. Since our founding in 1995, NSI has led development and promotional initiatives that have successfully transformed the Near Southside into one of the region's most distinctive and vibrant urban districts. Signs of NSI's 20-year revitalization effort are evident throughout the district, perhaps most apparent along Magnolia Ave., S. Main Street and Park Place Ave., home to the city's most eclectic selection of locally-owned restaurants and pubs.

Tax Information

Historic Southside, Inc., managed by Near Southside, Inc., is a 501(c)(3) non-profit organization. Sponsorship contributions made to Historic Southside, Inc. are deductible as charitable donations. W-9 forms will be provided at your request.

SPONSORSHIP INFORMATION

NSI is seeking a title sponsor, stage sponsor and 18 block sponsors for the 2017 ArtsGoggle event. The event provides a unique opportunity for company to promote its brand to thousands of attendees while also supporting a tremendously popular community event that has become a treasured component of life in the Near Southside. Terms and benefits of sponsorship are listed on the next page. **Sponsorship contributions made to Historic Southside, Inc. are deductible as charitable donations.**

TITLE SPONSOR **\$10,000**

- **Naming Rights**

Your company name/logo will be integrated into the event branding to read:

Near Southside, Inc. presents
ArtsGoggle
hosted by
<Your Company Name or Logo>

- **Product Exclusivity**

No other company in the same industry category will be permitted to sponsor the event in any capacity.

- **Advertising Exposure**

Your company will receive "top billing" in all our marketing, public relations, advertising and promotional efforts, to include logo placement on:

- Two ½ page Fort Worth Weekly advertisements
- One full page Fort Worth Weekly advertisement
- Exclusive full page advertisement for your company in the official ArtsGoggle digital program
- Use of ArtsGoggle logo in your own advertising and promotion (prior approval required)
- Use of Near Southside, Inc. logo to exhibit partnership with our organization in your advertising and promotions (prior approval required)

- **Printed Materials & Signage**

Your company name or logo will receive "top billing" in all printed materials and signage to include logo placement on:

- Cover artwork for the official digital program
- Posters displayed at local businesses – 1,000 pieces
- All ArtsGoggle event signage
- Any additional ArtsGoggle promotional materials

- **Stage Exposure**

- Logo placement on banner at Magnolia Ave. Stage #1
- Logo placement on banner at Magnolia Ave. Stage #2
- Logo placement on banner at Magnolia Ave. Stage #3
- Logo placement on banner at Magnolia Ave. Stage #4

- **Social Media & Digital**

Your company name or logo to be featured on:

- Facebook
 - Near Southside page banner image for one month prior to the event.
 - ArtsGoggle page for one month prior to the event.
 - ArtsGoggle Event Invitation for one month prior to the event.
 - Your company Facebook, Twitter, or other social media page and website to be frequently tagged in ArtsGoggle related posts on Near Southside Facebook page, ArtsGoggle Facebook page, and ArtsGoggle Event Invitation
- ArtsGoggle webpage at www.nearsouthsidefw.org with link to your website
- Digital newsletters and communications related to ArtsGoggle including monthly NSI newsletter before and after the event, weekly The Near Southside Buzz newsletter prior to the event, and all e-blasts promoting ArtsGoggle.

- **The Art of <insert your industry here!>**

Whether craft brewing, banking, insuring, designing, manufacturing, or marketing - your company will be given up to three prime location spaces for a tent for company promotions (to be supplied and staffed by your team) throughout the event footprint. This opportunity gives you maximum face-to-face marketing exposure with the thousands of ArtsGoggle patrons in a memorable and community driven manner.

Suggestions for how this space could be used during the event for a bank:

- **Art Cents-ability** - Coins could be used to make a large public mural on blank canvas or plywood. The public participates by filling in the pre-drawn mural with the appropriate coin similar to a paint by number.
- **That's a Wrap!** - Coin wrappers of different denominations and colors could be used to build a large collage or an creative papier-mâché sculpture
- **Dollar Origami** - An origami expert could be on site teaching the public how to fold one dollar bills into elaborate shapes
- **Small Business Matters!** - Hang a series of banners/posters advertising small businesses that are customers of your bank. This would position you within the neighborhood as a bank that cares deeply about small business while also serving as a benefit to your current clientele.

- **First Right of Refusal**

Your company will have a first right of refusal opportunity for 2018 ArtsGoggle Title Sponsorship package presented in January 2018.

ADDITIONAL ARTSGOGLE SPONSORSHIP OPPORTUNITIES

STAGE SPONSOR (Exclusive opportunity, 1 sponsor per stage) \$3,000

- **Branding Inclusion**

Your company name/logo will be included in all event branding as the official stage sponsor for your stage. Stage reservations will be secured on a first come, first served basis.

- **Product Exclusivity**

No other company in the same industry category will be permitted to sponsor the event in the same capacity.

- **Advertising Exposure**

Logo placement on:

- Two ½ page Fort Worth Weekly advertisements
- One full page Fort Worth Weekly advertisement
- Full page advertisement in the official ArtsGoggle digital program
- Use of ArtsGoggle logo in your own advertising and promotion (prior approval required)
- Use of Near Southside, Inc. logo to exhibit partnership with our organization in your advertising and promotions (prior approval required)

- **Printed Materials & Signage**

Logo placement on:

- Stage sponsor listing in the official digital program
- Vinyl banners displayed throughout Near Southside for a week prior ArtsGoggle
- Stage sponsor listing on posters displayed at local businesses – 1,000 pieces

- **Social Media & Digital**

Your company name or logo to be featured on:

- Your company Facebook, Twitter, or other social media page and website to be tagged in ArtsGoggle related posts for your stage on Near Southside Facebook page, ArtsGoggle Facebook page, and ArtsGoggle Event Invitation
- ArtsGoggle webpage at www.nearsouthsidefw.org with link to your website
- Digital newsletters and communications related to ArtsGoggle including weekly promotions via the The Near Southside Buzz newsletter prior to the event, and all e-blasts promoting ArtsGoggle.

- **Stage Exposure**

- Top logo placement on the stage banner at your sponsored stage.
- Stage announcements before each band thanking your company for being the 2017 ArtsGoggle stage sponsor for your stage

BLOCK SPONSORS	\$1,500
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One sponsor per block on a first-come, first-served basis

Purple sponsorships have first right of refusal from previous year's sponsorship and may be available should they choose to pass on this opportunity. Please contact megan@nearsouthsidefw.org for availability.

Block 1 – 8th Ave. to Hurley, Magnolia Ave.

Block 2 – Hurley to 7th Ave., Magnolia Ave.

Block 3 – 7th Ave. to Fairmount Ave., Magnolia Ave.

Block 4 – Fairmount Ave. to 6th Ave., Magnolia Ave.

Block 5 – 6th Ave. to S. Lake St., Magnolia Ave.

SOLD TO BLOOMS LAND CARE Block 6 – S. Lake Street to 5th Ave., Magnolia Ave.

Block 7 – 5th Ave. to Henderson Street, Magnolia Ave.

Block 8 – Henderson St to Adams St., Magnolia Ave.

Block 9 – Adams St. to Washington Ave., Magnolia Ave.

Block 10 – Washington to College Ave., Magnolia Ave

Block 11 – College Ave. to Alston Ave., Magnolia Ave.

Block 12 – Alston Ave. to Lipscomb St., Magnolia Ave.

Block 13 – Lipscomb Street to Travis Ave., Magnolia Ave.

Block 14 – Travis Ave. to Hemphill St., Magnolia Ave.

Block 15 – Hemphill St. to Grainger St., Magnolia Ave.

Block 16 – Grainger St. to S. Jennings Ave, Magnolia Ave.

Block 17 – S. Jennings Ave to May Street, Magnolia Ave.

Block 18 – May Street to St. Louis Ave., Magnolia Ave.

ArtsGoggle hosted more than 650 participating artists, 90 bands and 40,000 patrons in 2016 so this year we are preparing to again close Magnolia Ave. to car traffic from 8th Ave. to St. Louis Ave., with the exception of Hemphill Street, and will place all outdoor artist's booths on the street. This improved festival layout offers an opportunity for one sponsor per block to underwrite the expenses of the street closure, security, lighting, and electricity in exchange for premium exposure at ArtsGoggle. Restaurant block sponsors will have the exclusive right to be the only food provider located in the street on the entire block that you sponsor.

- On-Site Event Presence**

Your company will be given a prime location for a 10' x 20' tent for company promotions (tent to be supplied and staffed by your team) on the block that you sponsor. This opportunity gives you maximum face-to-face marketing exposure with the thousands of ArtsGoggle patrons in a memorable and approachable community environment. We encourage you to take a creative approach to distributing marketing materials and engaging with the thousands of ArtsGoggle patrons and are happy to help brainstorm.

- Printed Materials & Signage**

Logo placement on:

- Signs placed at the east and west entry points of each block promoting you as the block sponsor. Example:

**ARTSGOGLE BLOCK 8
Henderson Street to S. Adams Street
Presented by**



- Block sponsor listing in the official program with expanded business add that offers a half page - 5,000 pieces
- Sponsor listing on posters displayed at local businesses - 1,000 pieces

• **Social Media & Digital**

Your company name or logo to be featured on:

- Your company Facebook or Twitter page and website to be tagged in ArtsGoggle related posts on Near Southside Facebook page, ArtsGoggle Facebook page, and ArtsGoggle Event Invitation
- ArtsGoggle webpage at www.nearsouthsidefw.org with link to your website

FOOD, SWEETS & NON-ALCOHOLIC DRINKS VENDOR

\$250 Near Southside, Inc. Members
\$300 non-NSI members

Your company will be given a 10' x 10' space for food, sweets and non-alcoholic drink sales (to be supplied and staffed by you). This opportunity gives your business maximum face-to-face sales exposure with thousands of ArtsGoggle patrons. Food trucks may inquire about more space if needed, based on availability. Preference is given to brick-and-mortar restaurants located inside the Near Southside boundaries. Vendors are required to obtain all required health permits and should anticipate an inspection by the City of Fort Worth Health Department for public safety purposes. Subject to availability and need for variety. Register online.

OFFICIAL VENUE STATUS

FREE Near Southside, Inc. Members
\$100 non-NSI members

Venue status allows businesses **located inside the Near Southside district boundary** to participate in ArtsGoggle as an official venue. To qualify as an official venue you must contribute indoors or outdoors at your business one or more of the following to the ArtsGoggle experience by hosting:

- Business name, address, website, phone number and email contact
- A photo of your choice
- If hosting an artist/s their ArtsGoggle profile will be placed within your listing
- Bullet points about how you are participating in ArtsGoggle

Questions? Please contact Megan Henderson, NSI Director of Events and Communications, at 817-966-1880 or megan@nearsouthsidefw.org.