

Sponsorship Prospectus 2021



**Willoughby
Western Lake County** presents
CHAMBER of COMMERCE

Willoughby ArtsFest! 2021

Contact us today for
**Sponsorship &
Volunteering
Opportunities!**

Karen W. Tercek
President/CEO
info@wwlcchamber.com
440-942-1632
WilloughbyArtsFest.com

**Willoughby Western Lake County
Chamber of Commerce**
28 Public Square,
Willoughby, OH 44094

Fact Sheet

Date: Saturday, July 17, 2021

Time: 10:00am - 6:00pm

Location: Throughout the streets and in
Wes Point Park in Downtown Willoughby

What: Over **100 juried artists** exhibiting
work from various visual art genres.

Live musical performances in the gazebo
and various locations throughout the festival.

Local food and drink from food trucks,
vendors and restaurants.

Auction Tent – bid to win unique selections
from many of the participating artists.

Attendance: **11,000+**

Admission: Voluntary donations appreciated

Hosted By: Willoughby Western Lake
County Chamber of Commerce



Why Support the Willoughby ArtsFest?

- Be a positive influence supporting the continuing effort to bring attention to Arts & Culture in our area
- Help ensure the Chamber can sustain, grow and continue to support small businesses and the communities of Western Lake County
- Broad exposure in various media outlets that reach your audience
- Align your brand with one of the most respectable and long-standing events in Lake County
- Increase tourism to, and business in Lake County
- Aid in event growth for the 29th year of this amazing event

Attendee Demographics

88% Female **12%** Male

Age Range: 55-64: **42%**,
45-54: **18%**, 25-44: **19%**,
18-25: **5%**

52% College Grads/Postgrads

52% Annual Income **\$75,000+**

26% Annual Income **\$50,000+**

70% spent **3 or more hours**
at last year's ArtsFest



**ArtsFest
Facebook
Stats**

- Primary Demographic: **Women 35-44 and 45-54 (42%)**
- Over **83,803** unique Facebook users reached* **141,560** website page visits**
- **1,500+** video views the day of the ArtsFest

*Jan-Dec 2019 **May-Sept 2019



Willoughby
Western Lake County presents
CHAMBER of COMMERCE

Willoughby ArtsFest! 2021

2021 Sponsorships & Deliverables

Deliverables (subject to change)	Friend of the Arts \$250	Bronze Sponsor \$500	Silver Sponsor \$1,000	Gold Sponsor \$2,500	Platinum Sponsor \$5,000
Booth Space	—	—	■	■	■
Event Posters	■	■	■	■	■
Postcards	■	■	■	■	■
ArtsFest Website	■	■	■	■	■
Show Guide/Map	■	■	■	■	■
Sponsors Banner x2	■	■	■	■	■
Chamber Emails/Newsletters	■	■	■	■	■
ArtsFest Facebook Page		■	■	■	■
ArtsFest FB Event Page		■	■	■	■
ArtsFest FB Promo Post		■	■	■	■
Chamber FB Promo Post		■	■	■	■
The News-Herald ads			■	■	■
Cleveland Magazine ad				■	■
Lake Erie Living ads				■	■
Mimi's ad				■	■
Currents ad				■	■
LakeTran bus ads				■	■
Erie Street Banner				■	■
▼ EXCLUSIVES ►					■

Category **Exclusive Sponsorships** available to **\$5,000** (Platinum Sponsors)

Category examples: Auto Dealer, Hospital, Bank, Real Estate, Construction, Landscape, etc.

“I have witnessed the Willoughby ArtsFest grow in attendance over the years, drawing visitors to Willoughby from several states away! As a company owner, the amount of exposure we gain is priceless. I would highly recommend all businesses support this event.”

— Marlene Cornachio, Custom Cleaning, 2019 ArtsFest Sponsor

Media Sponsorships

Media sponsors are the life-blood of the Willoughby ArtsFest.

Trade agreements will be made with local media outlets (newspapers, magazines, radio and television) that help to promote this year's ArtsFest.

Media trade agreements will align with the sponsorship levels equivalent to the amount of advertising provided by the media outlet.

Exclusive Focal Point Sponsorships

Tie your brand to one of these ArtsFest popular and heavily trafficked areas – \$1,500. each

**Music
Gazebo**

**Auction
Tent**

You'll get an exclusive "naming rights" with your logo on a banner in/on the area, and a table for your marketing materials.