



Photo by Kenn Rabin

MILL VALLEY
Fall Arts Festival

2026 SPONSORSHIP OPPORTUNITIES

SEPTEMBER 19 & 20, 2026

MVFAF.org

About Us

Join us as a valued sponsor of the 69th Annual Mill Valley Fall Arts Festival on Sept. 19-20, a premier cultural event that brings together thousands of art lovers, families, artists, musicians, and community members from across the Bay Area.

This vibrant celebration showcases 135 juried artists, emerging artists, student artists, live music, children's entertainment, interactive art experiences, and a welcoming, family-friendly atmosphere - all set beneath the towering redwoods of historic Old Mill Park.

Sponsoring the Festival offers exceptional brand exposure, direct engagement with a highly desirable audience, and the opportunity to support a beloved community tradition that fosters creativity and connection.

Make a lasting impact—partner with us today!

The Mill Valley Fall Arts Festival is a non-profit organization that is committed to fostering a thriving arts community through discovery and celebration of exceptional art while recognizing and uplifting the next generation of artists.

Our mission is to inspire, connect, and cultivate a love for the arts in all ages that enriches our community in the magical redwoods of Mill Valley.



WHERE THE ARTS & COMMUNITY MEET UNDER THE REDWOODS

10k email contacts for e-newsletters

10K Facebook followers

2.5K Instagram followers

Website traffic

Our printed program

Key demographics: families, affluent households, art buyers and enthusiasts locally/Bay Area. Consistently ranks as one of California's wealthiest counties, with a high median household income.

Our public relations and advertising: print, digital TV, streaming, radio and retargeting ads.

Since our inception in 1957 by a small group of artists exhibiting in downtown store windows, the Mill Valley Fall Arts Festival in affluent Northern California has grown into a cherished annual event. Recognized as the "Best Art Festival of Marin County" and "**Best Community Event in Southern Marin County**," the Festival has evolved into a cornerstone of the regional arts scene.

We are proud to say our support of the arts community does not stop on the Festival weekend. Our non-profit status strengthens our ability to secure grants and donations, allowing us to support local high school art students through scholarships. As you consider your annual philanthropic gifts, supporting the Mill Valley Fall Arts Festival would be a wonderful way to ensure the arts remain a cornerstone of our community.



LEVELS & BENEFITS

SEPTEMBER 19–20, 2026

PRESENTING SPONSOR: \$50,000

- Category exclusivity for 2026 Festival
- Right of first refusal for the 2027 Festival
- Name/logo incorporated into Festival name for all advertising and promotional purposes.
- Name/logo included all print advertising, TV, radio spots, posters, postcards, program
- Full Page ad in printed program. Program digital on website stays up for one year
- 8 Banners placed on Festival site (sponsor to provide)
- 10 x 20 space on site at the Festival (booth included, if needed)
- Individual Social media post on Facebook and Instagram 2x and 2x e-blasts
- Recognized at the Artists Awards Ceremony on Saturday Evening
- Studio visit with local participating artist
- 25 Drink Tickets
- 6 VIP Parking Passes
- **50 Festival Passes**

MAJOR SPONSOR: \$25,000

- Name/logo included all print advertising, TV, radio spots, posters, postcards, program
- Half Page ad in printed program. Program digital on website stays up for one year
- 4 Banners placed on Festival site (sponsor to provide)
- 10 x 10 space on site at the Festival (booth included, if needed)
- Individual Social media post on Facebook and Instagram 2x and 2x e-blasts
- Recognized at the Artists Awards Ceremony on Saturday Evening
- Studio visit with local participating artist
- 15 Drink Tickets
- 4 VIP Parking Passes
- **30 Festival Passes**

CONTRIBUTING SPONSOR: \$10,000

- Name/logo included all print advertising, TV, radio spots, posters, postcards, program
- Quarter Page ad in printed program. Program digital on website stays up for one year
- 2 Banners placed on Festival site (sponsor to provide)
- 10 x 10 space on site at the Festival (booth included, if needed)
- Individual Social media post on Facebook and Instagram 2x and 2x e-blasts
- Recognized at the Artists Awards Ceremony on Saturday Evening
- Studio visit with local participating artist
- 10 Drink Tickets
- 2 VIP Parking Passes
- **20 Festival Passes**





LEVELS & BENEFITS

SEPTEMBER 19–20, 2026

BENEFACITOR: \$5,000

- Name/logo and link on our website on Sponsors page
- Name/logo in the official Festival program Sponsors page. The program as “ezine” and Sponsors list will stay posted on our website for 1 year.
- Name/logo at the bottom of MVFAF website home page with links.
- Name/logo printed at the bottom of the Festival promotional poster
- 10'x10' space on Festival site
- Group Sponsors call out on Facebook and Instagram 5x; and 4x included in E-blast newsletters to 10k people.
- Single Sponsor level social media post on Facebook and Instagram 2x and 2x e-blasts. Logo larger and ahead of lower levels where placed
- Name/logo printed on signboard displayed on Festival site
- Free ½ page ad: Sponsor provides camera ready art for printed program. Deadline requirement

• 16 Festival Passes

PATRON: \$2,500

- Name/logo and link on our website on Sponsors page
- Name/logo in the official Festival program Sponsors page. The program as “ezine” and Sponsors list will stay posted on our website for 1 year.
- Name/logo at the bottom of MVFAF website home page with links.
- Name/logo printed at the bottom of the Festival promotional poster
- Group Sponsors call out on Facebook and Instagram 5x; and 4x included in E-blast newsletters to 10k people.
- Single Sponsor level social media post on Facebook and Instagram 2x and 2x e-blasts. Logo larger and ahead of lower levels where placed
- Name/logo printed on signboard displayed on Festival site
- Special discounted ad rate for printed program ad; Program digital on website stays up for one year

• 12 Festival Passes





LEVELS & BENEFITS

COLLECTOR: \$1,200

- Name/logo and link on our website on Sponsors page
- Name/logo in the official Festival program Sponsors page. The program as "ezine" and Sponsors list will stay posted on our website for 1 year.
- Name/logo at the bottom of MVFAF website home page with links.
- Name/logo printed at the bottom of the Festival promotional poster
- Group Sponsors call out in Facebook and Instagram 5x; and 4x included in E-blast newsletters to 10k people.
- Special discounted ad rate for printed program ad; Program digital on website stays up for one year

• 8 Festival Passes

SUPPORTER: \$500

- Name/logo and link on our website on Sponsors page
- Name/logo in the official Festival program Sponsors page. The program as "ezine" and Sponsors list will stay posted on our website for 1 year.
- Name/logo at the bottom of MVFAF website home page with links.
- Name/logo printed at the bottom of the Festival promotional poster
- Special discounted ad rate for printed program ad; Program digital on website stays up for one year
- Social media "thank you to our sponsors" post (2x) and 2 x email newsletter

• 6 Festival Passes

FRIEND: \$300

- Name/logo and link on our website Sponsors' page
- Name/logo on the official Festival program Sponsors page. The program as "ezine" and Sponsors list will stay posted on our website for 1 year.
- Name/logo at the bottom of MVFAF website home page with links.
- Special discounted ad rate for printed program ad; Program digital on website stays up for one year
- Social media "thank you to our sponsors" post (2x) and 2x email newsletter

• 4 Festival Passes

SEPTEMBER 19-20, 2026



As a 501(c)3 contributions to the MVFAF are tax deductible.

CUSTOM PACKAGES

Below are options for allocating your sponsorship fee to a specific Festival program.

Mainstage Entertainment Program \$8,000

Support our performing artists

- Name/Logo and link on our website on Sponsors page
- Name/logo in the official Festival program Sponsors page. The program as “ezine” and Sponsors list will stay posted on our website for 1 year.
- Name/logo at the bottom of MVFAF website home page with links.
- Name/logo printed at the bottom of the Festival promotional poster
- Group Sponsors call out in Facebook and Instagram 5x; and 4x included in E-blast newsletters to 10k people.
- Name/logo on the banner at the Main Stage for all music entertainment for Sat and Sun. “Sponsor Presents.....” on the banner.
- Name/logo in program Main Stage Events title section, on website home page, sponsor list page, printed program under the Music Program section, on map.
- Free ½ page program ad; sponsor discounted rate for larger ads

• 25 Festival Passes



Community Art Project-collaborative mural \$7000

Bring the arts to life with 2 days of art making for everyone

- Name/logo and link on our website on Sponsors page
- Name/logo in the official Festival program Sponsors page. The program as “ezine” and Sponsors list will stay posted on our website for 1 year.
- Name/logo at the bottom of MVFAF website home page with links.
- Name/logo printed at the bottom of the Festival promotional poster
- Group Sponsors call out in Facebook and Instagram 5x; and 4x included in E-blast newsletters to 10k people.
- Single Sponsor level social media post on Facebook and Instagram 2x , 1 e-blast to 10k people.
- Name/logo larger and ahead of lower levels where placed
- Name/logo printed on signboard displayed on Festival site
- Option to own the finished mural. Reproduction rights remain with MVFAF
- Free ½ page program ad; sponsor discounted rate for larger ads

• 18 Festival Passes



CUSTOM PACKAGES

Below are options for allocating your sponsorship fee to a specific Festival program.

Emerging Artists \$7000

Support young artists at the start of their art career

In parallel with our professional artists applications, our Festival Organizing Committee reaches out to local emerging artists that have not experienced sharing their work at a major art show. The Festival Organizing Committee selects the winners who are offered a space to sell their work in the Emerging Artists Grove at no cost. Professional artists facilitate their preparation for the event.

- Name/logo and link on our website on Sponsors page
- Name/logo in the official Festival program Sponsors page. The program as “ezine” and Sponsors list will stay posted on our website for 1 year.
- Name/logo at the bottom of MVFAF website home page with links.
- Name/logo printed at the bottom of the Festival promotional poster
- Group Sponsors call out in Facebook and Instagram 5x; and 4x included in E-blast newsletters to 9,000 people.
- Single Sponsor level social media post on Facebook and Instagram 2x , 1 e-blast to 10k people.
- Name/logo larger and ahead of lower levels where placed
- Name/logo printed on signboard displayed on Festival site
- Recognized at Artists’ Awards Ceremony Saturday eve in the park.
- Free ½ page program ad; sponsor discounted rate for larger ads

• 14 Festival Passes



Children’s Grove Entertainment \$6000

Support an unforgettable two days of creative joy for children

- Name/logo and link on our website on Sponsors page
- Name/logo in the official Festival program Sponsors page. The program as “ezine” and Sponsors list will stay posted on our website for 1 year.
- Name/logo at the bottom of MVFAF website home page with links.
- Name/logo printed at the bottom of the Festival promotional poster
- Group Sponsors call out in Facebook and Instagram 5x; and 4x included in E-blast newsletters to 9,000 people.
- Single Sponsor level social media post on Facebook and Instagram 2x , 1 e-blast to 10k people.
- Name/logo larger and ahead of lower levels where placed
- Sponsor discounted rate for program ads
- Sponsor’s name on banner at Children’s Grove
- Free ½ page ad: Sponsor provides camera ready art for printed program. Deadline requiremen
- Sponsor discounted rate for program ads

• 10 Festival Passes



CUSTOM PACKAGES

Below are options for allocating your sponsorship fee to a specific Festival program.

High School Student Scholarships \$4000

Encouraging promising young artists to create and show their art

Our Festival Organizing Committee partners with local high school art teachers to identify amazing young artists in their Junior and Senior years of school. The artists submit images of their work with an artists statement and the Festival Organizing Committee selects the award winners.

- Name/logo and link on our website on Sponsors page
- Name/logo in the official Festival program Sponsors page. The program as “ezine” and Sponsors list will stay posted on our website for 1 year.
- Name/logo at the bottom of MVFAF website home page with links.
- Name/logo printed at the bottom of the Festival promotional poster
- Group Sponsors call out in Facebook and Instagram 5x; and 4x included in E-blast newsletters to 9,000 people.
- Single Sponsor level social media post on Facebook and Instagram 2x , 1 e-blast to 10k people.
- Name/logo larger and ahead of lower levels where placed
- Sponsor discounted rate for program ads

• **8 Festival Passes**



Ticket Give-Aways \$2000

support access to the festival

- Name/logo and link on our website on Sponsors page
- Name/logo in the official Festival program Sponsors page. The program as “ezine” and Sponsors list will stay posted on our website for 1 year.
- Name/logo at the bottom of MVFAF website home page with links.
- Name/logo printed at the bottom of the Festival promotional poster
- Group Sponsors call out in Facebook and Instagram 5x; and 4x included in E-blast newsletters to 10k people.
- Single Sponsor level social media post on Facebook and Instagram 2x , 1 e-blast to 10k people.
- Sponsor discounted rate for program ads
- 100 tickets to be given away in a promotion. Promoted on eblast and social media
- Includes sponsor naming in promotion,
- link to the sponsor’s website directs to a QR code to receive digital tickets from us.

• **6 Festival Passes**





photo by Candace Swimmer.
Liz Lauter with mural artist, Robert Louthan

Thank you for keeping this
time honored tradition
alive in our community!

~ Liz Lauter

PRESIDENT, BOARD OF DIRECTORS

Photos Credits:

Barry Toranto, Candace Swimmer,
Suz Lipman, Ken Rabin and Bruce Forrester



[Mill Valley Fall Arts Festival](#)



[MillValleyFallArtsFestival](#)



mvfaf.org



donate@mvfaf.org



THANK YOU FOR YOUR SUPPORT

2026 Sponsorship Form

Please complete this form and mail to the address below, or complete on our website on our Sponsorship page MVFAF.ORG

SPONSORSHIP LEVELS

(please check one)

- ☐ PRESENTING \$50,000
- ☐ MAJOR \$25,000
- ☐ CONTRIBUTING \$10,000
- ☐ BENEFACTOR \$5,000
- ☐ PATRON \$2,500
- ☐ COLLECTOR \$1,200
- ☐ SUPPORTER \$500
- ☐ FRIEND \$300

Custom Packages

- ☐ Mainstage Entertainment \$8,000
- ☐ Community Art Project \$7,000
- ☐ Emerging Artists \$7,000
- ☐ Children's Grove \$6,000
- ☐ Student Scholarships \$4,000
- ☐ Ticket-Give Away \$2,000
- ☐ You prefer to be anonymous

Contact Name & Title

Sponsor name as it should appear to the public

Contact best mailing address

Contact Phone

Contact Email

Website

September 19-20, 2026 from 10-5pm

At Old Mill Park, Mill Valley, Ca

Donations are tax deductible

Payment methods:
credit card, check

FOR CHECK PAYMENT:

Make check payable to MVFAF.
mail completed form & check to:

MVFAF attn Sponsorships
P.O. Box 300
Mill Valley, CA 94942

PAYMENT METHODS

Use check or QR Code

QR CODE PAYMENT REGISTRATION METHOD:

This QR code takes you to our "REGISTER TO BECOME A SPONSOR" page which accepts a variety of payment methods. Enter the dollar amount that matches the sponsorship level you have selected and make your payment. Complete the information about your business. We will follow up and contact you.

