



2024 Sponsorship Opportunity

The 16th annual Sunset Valley ARTFEST, to be held on Saturday, April 27, 2024, is a celebration of the arts hosted by the City of Sunset Valley. Businesses and organizations are offered unique sponsorship opportunities to associate with the popular family-oriented event and engage attendees from Sunset Valley, Austin, and all-over Central Texas. ARTFEST is presented free to the public.

As in years past, the well-organized, daylong festival will be held at the Toney Burger Center in Sunset Valley. The open-air festival last year had over 8,000 attendees who enjoyed popular live music performances and 130 art and food vendors. In addition to the large main stage and avenues of art vendors, there is a separate area for family and children's fun and interactive activities including a music stage. A fun-filled day is guaranteed for all ages!

ARTFEST is a special environment for sponsors to enhance visibility and image. People feel good about and are inclined to support brands invested in benefitting their community. In addition to generating good will, sponsors can reach and meet their audience, develop lists, and hand out literature. ARTFEST marketing allows broad social media exposure in the period leading up to and after the event.

Our sponsorships in 2023 yielded great satisfaction for sponsors, such as Central Market Westgate, Doc's Backyard Grill, Blue Fin, Thomas J. Henry, and TexaScapes. Let's discuss how ARTFEST 2024 can do the same for your business.



Sponsor Levels

\$5,000 Top Level Platinum

- Sponsor banner at main stage
- Logo placement and mentions on radio, event website, cross promotion on social media, and print ads
- Two well placed 11x11 booth spaces
- Stage announcements promoting sponsor
- 6 Free event T-Shirts

\$2,000 Performance Level Gold

- Logo placement at both main and children's stages
- One 11x11 booth space
- Stage announcements promoting sponsor
- Cross promotion on social media
- 4 Free event T-Shirts

\$1,000 Entertainment Level Silver

- Logo placement at event entrances
- Stage announcements promoting sponsor
- Cross promotion on social media
- 2 Free event T-Shirts

\$500 Art Patron Level Bronze

- Logo on entrance banners
- Stage announcements
- 1 Free event T-Shirt

Contact:

Karen Medicus, Arts Commission

arts@sunsetvalley.org

www.sunsetvalley.org/artfest

Let's discuss any special needs you may have.



FB/IG CREATIVE

For the Social ads the family fun messages had the highest resonance with the audience, based on CTR (Click Thru Rate).



Imp	102,977
Click	1,196
CTR	1.16%



Imp	85,447
Click	1,006
CTR	1.18%



Imp	67,680
Click	712
CTR	1.05%

DISPLAY CREATIVE

The 300X250 ad had the best performance of the Programmatic Display ad sizes.



Best Performing Display Ad

Imp	152,396
Clicks	283
CTR	0.19%



Deadline for sponsorships:
March 1, 2024

Make payments to:
City of Sunset Valley-ARTFEST
Attn: Accounting
3205 Jones Road
Sunset Valley, TX 78745



- **Poster distribution:**
- 63 SV shopping centers
- 4 Holiday Inn Express
- 4 Sunset Valley Elementary
- 28 Arts Commission
- 8 City Hall
- 325 Distributed by Motorblade