



## 2026 Sponsorship Opportunity

The 18<sup>th</sup> annual Sunset Valley ARTFEST, to be held on Saturday, April 25, 2026, 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 120 art and food vendors. In addition to the main stage and avenues of art vendors, there is a separate area for family and children's fun and interactive activities including Adventure Build. 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 benefiting 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 2025 yielded satisfaction for sponsors, such as Doc's Backyard Grill, Anderson Windows, Becher Orthodontics, Leaf Filter, UFCU, WellMed, and TexaScapes. ARTFEST 2026 can do the same for your business.



# Sponsor Levels

## \$5,000 Festival Partner

- Sponsor banner on 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 Rhythm & Muse

- Logo placement on stage.
- One 11x11 booth space
- Stage announcements promoting sponsor
- Cross promotion on social media
- 4 Free event T-Shirts

## \$1,500 Adventure Build

- One 10x10 booth in the build area
- Logo banner in build area
- Cross promotion on social media
- 2 Free event T-shirts

## \$1,000 Artisan Patron

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

## \$500 Inspiration Innovator

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

### Contacts:

Karen Medicus, Arts Commission  
[arts@sunsetvalley.gov](mailto:arts@sunsetvalley.gov)  
[www.sunsetvalley.gov/artfest](http://www.sunsetvalley.gov/artfest)

Kaitlyn Neal, Communications and Event Coordinator  
[kneal@sunsetvalley.gov](mailto:kneal@sunsetvalley.gov)

*Let's discuss any special needs you may have.*

**Deadline for sponsorships March 13, 2026**

### Make payments to:

**City of Sunset Valley – ARTFEST**  
**3205 Jones Road**  
**Sunset Valley, TX 78745**





## April 2026 Highlights

Attendees: Over 8,000

Vendors: 120

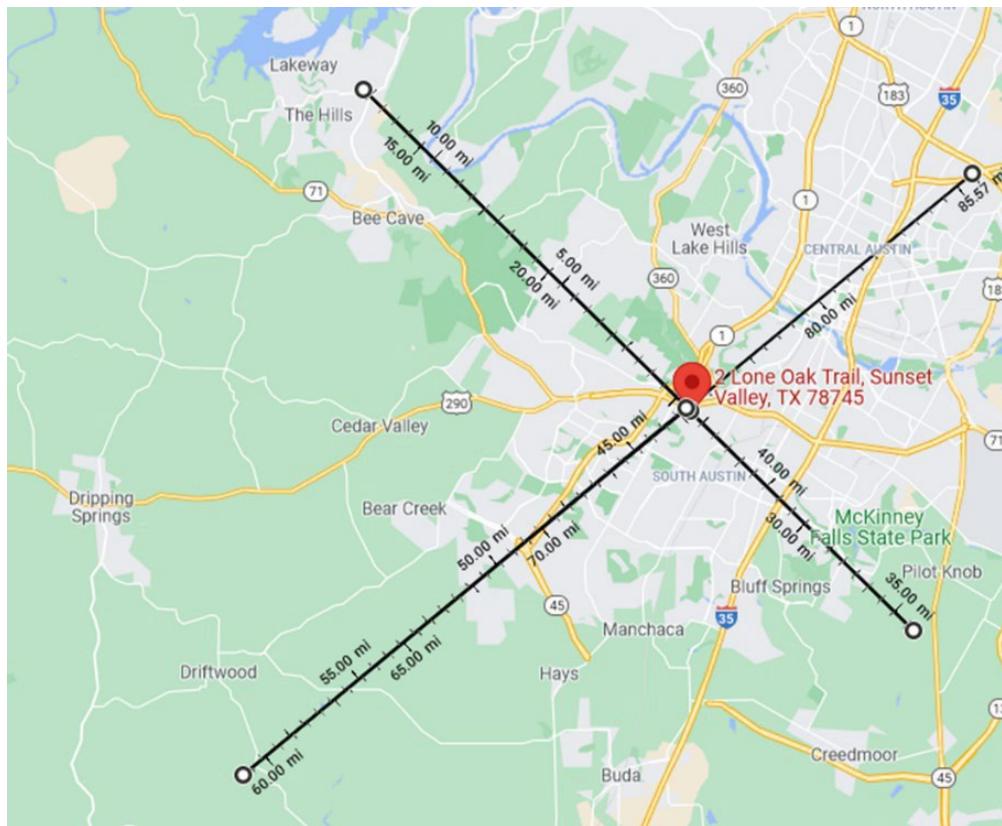
### Media Impact:

The paid advertising campaign for the 2026 event used an omni-channel strategy targeting likely attendees within a 10 mile radius of the City of Sunset Valley. The campaign incorporated high exposure print, out of home, radio, digital and social media channels.

Clicks to Website – 17K

Impressions – 2.6M+

FB/IG Engagements 58K



# META TOP ADS

**Sur.set va11ey Ans**

Over 100 local artists, live music, kid's activities outside the Toney Burger center. 3200 Jones Rd, Austin, TX 78745



[sunsetvalleyartfest](https://www.facebook.com/sunsetvalleyartfest)

Saturday, April 27, 10am-5pm

Learn more

31 comments 86 shares

1.66% CTR

29.98% Eng Rate

**sunset vasey Ans.**

Over 100 local artists, live music, kid's activities outside the Toney Burger Center. 3200 Jones Rd, Austin, TX 78745



[sunsetvalleyartfest](https://www.facebook.com/sunsetvalleyartfest)

Saturday, April 27, 10am-5pm

learn more

1.64% CTR

2.50% Eng Rate

**sunsetvalley.org**

Saturday, April 27, 10am-5pm

Learn more

10 shares

1.95% CTR

2.43% Eng Rate

## NON DIGITAL TACTICS

Austin Chronicle 1/2H Print Ad

Over The Street Banners-  
Westgate, South Lamar

Austin  
Chronicle



## SCREENSHOTS

❖ Morning Impact



Good morning,  
Southwest Austin & Dripping Springs

TOP STORY

Austin officials forecast \$1.8M budget shortfall



**PROMOTED EVENT**



Saturday, April 27  
Outside the Toney Burger Center  
**SUNSET VALLEY ARTFEST**

Each year the City of Sunset Valley hosts its annual ARTFEST to promote local art and create a fun environment for all ages. This year's ARTFEST features over 100 local artists, live music, kids activities, and more! Free admission, free parking.

[GET DETAILS](#)

Austin Chronicle eNewsletter

Community Impact  
eNewsletter