

2022



CORPORATE SPONSORSHIP OPPORTUNITIES

**FRIDAY, AUGUST 5TH —
SUNDAY, AUGUST 7TH**



Festivals promote diversity, they bring neighbors into dialogue, they increase creativity, they offer opportunities for civic pride, they improve our general psychological well-being.

- David Binder, attendee



We invite you to join Kimball Art Center as an integral sponsor of our organization and programs. At Kimball Art Center, we believe art is vital. Art enhances civic life and creative engagement in Park City, energizes the local cultural sector, and promotes meaningful dialogues in our community and beyond.

Park City Kimball Arts Festival (PCKAF) is one of Kimball Art Center's most celebrated programs. Each year, PCKAF showcases the work of over 150 jury-selected artists and welcomes tens of thousands of guests from around the country, with an economic impact of over \$26 million in 2019 alone. This three-day, open-air celebration of the arts is considered one of Park City's signature events.

Overview



Park City Kimball Arts Festival (PCKAF) is one of Kimball Art Center's most celebrated programs. Each year, PCKAF showcases the work of over 150 jury-selected artists and welcomes tens of thousands of guests from around the country, with an economic impact of over \$26 million in 2019 alone. This three-day, open-air celebration of the arts is considered one of Park City's signature events.

Kimball Art Center values dynamic relationships with our sponsors aligning our core goals and values: **creativity, curiosity, collaboration, diversity, and community**. A PCKAF sponsorship supports local and national artists and enhances attendee experience. Sponsors will enjoy the benefits of partnership, while supporting Kimball Art Center's mission to inspire and connect through art. Together, Kimball Art Center will work with sponsors to maximize meaningful impacts, increase brand recognition, and enhance your relationship with the PCKAF audience. As a sponsor, you stand with us, asserting the value of art to building community, inspiring creative solutions, and cultivating a communal sense of joy.

Demographics

ATTENDEE AGE RANGE



18-30: 9%
31-45: 15%
46-60: 26%
61-70: 30%
OVER 70: 20%

ANNUAL HOUSEHOLD INCOME

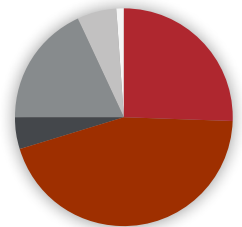
\$200,000 AND OVER: 35%
\$150,000 – 199,999: 19%
\$100,000 – 149,999: 18%
\$50,000 – 99,999: 24%
UNDER \$50,000: 4%



ATTENDEES GENDER

55% FEMALE
45% MALE

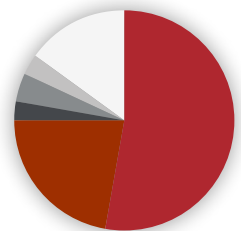
LAST COMPLETED EDUCATION LEVEL



POST COLLEGE DEGREE: 26%
COLLEGE DEGREE: 45%
ASSOCIATE DEGREE: 5%
SOME COLLEGE / TECH. SCHOOL: 18%
HIGH SCHOOL DEGREE: 6%
< HIGH SCHOOL DEGREE: 1%

UTAH ATTENDEES' BREAKOUT BY COUNTY

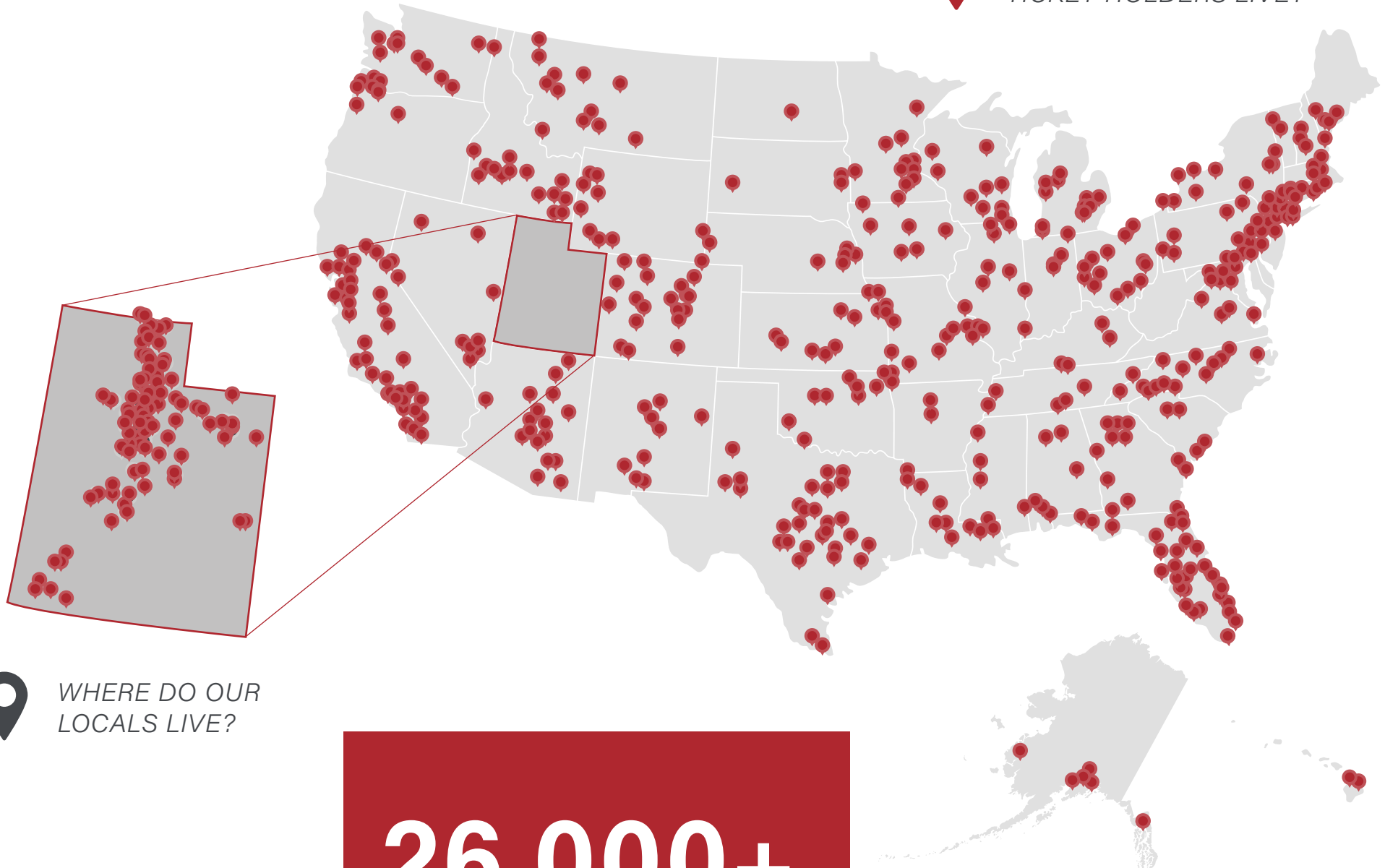
SUMMIT COUNTY: 53%
SALT LAKE COUNTY: 22%
WEBER COUNTY: 3%
DAVIS COUNTY: 4%
WASATCH COUNTY: 3%
OTHER: 15%



Demographics



WHERE DO OUR
TICKET HOLDERS LIVE?



WHERE DO OUR
LOCALS LIVE?

26,000+



Demographics



TOTAL ECONOMIC IMPACT

> **\$14,000,000**

Park City is well known for hosting the Sundance Film Festival and we'd say the Park City Kimball Arts Festival is just as glamorous!

- Laura Byrne and Anna Tataris de Jesus, TAMPA BAY PARENTING

PARK CITY KIMBALL ARTS FESTIVAL BY THE NUMBERS

706

APPLICATIONS
SUBMITTED

> **\$1,800,000**

IN ARTIST SALES

189

VISUAL ARTISTS



Demographics

As an entertainment reporter, I've covered the Sundance Film Festival for years, but it's the Park City Kimball Arts Festival that really "wows" me! The talent on the red carpet pales in comparison to the artistic talent you'll find at the Park City Kimball Arts Festival!

— Jerry Penacoli, EXTRA TV

TOTAL MEDIA IMPRESSIONS:

> **8,000,000**

INCLUDING BROADCAST





SPONSORSHIP OPPORTUNITIES

Kimball Art Center values dynamic relationships with our sponsors aligning our core goals and values: **creativity, curiosity, collaboration, diversity, and community**. A PCKAF sponsorship supports local and national artists and enhances attendee experience. Sponsors will enjoy the benefits of partnership, while supporting Kimball Art Center's mission to inspire and connect through art. Together, Kimball Art Center will work with sponsors to maximize meaningful impacts, increase brand recognition, and enhance your relationship with the PCKAF audience. As a sponsor, you stand with us, asserting the value of art to building community, inspiring creative solutions, and cultivating a communal sense of joy.

For more information please visit: parkcitykimballartsfestival.org

For sponsorship availability please contact: **Jaimie** at development@kimballartcenter.org

\$100,000*

(1 available)

ARTS FESTIVAL TITLE SPONSOR

Advertising & Media:

- Recognition as Title Sponsor on paid PCKAF advertising, including print and direct mail
- Most prominent logo and link on PCKAF website (estimated 100,000 unique visitors May–August)
- Recognition in Kimball Art Center newsletters (reaching approximately 15,000 supporters) before PCKAF
- Sponsored banner ad on PCKAF website
- Logo on “Best of Show” banners

On-Site Brand Awareness:

- On-site footprint
(Staff will work with sponsor to review possibilities)
- Exclusivity within sponsor's category
- Logo on the following:
 - **All 72 Main Street banners**
(placed a minimum of two weeks prior to event)
 - All event signage
 - PCKAF map
 - PCKAF credentials (500+)
 - Staff and Volunteer t-shirts
 - Festival wristbands

Event Hospitality Assets:

- Parking access passes for China Bridge Garage
- VIP credentials and daily wristbands to PCKAF
- Complimentary tickets to other Kimball Art Center events and programs

Additional benefits:

- Includes all benefits listed under \$25k sponsors and above

* All 25k donors and above receive:

- Complimentary Art & Appetizers party for 20 at Kimball Art Center (KAC) with drinks included
- Access to use KAC logo on sponsor's page “Proud KAC supporter”
- Business name listed on the KAC Donor Wall and annual report
- Curator-led group tours of current exhibitions upon request
- Invitation to exhibition donor parties
- E-blast and social media recognition

It has been our record show every year. It is run like a well-oiled machine. I can't say enough good things about this show.

- Artist feedback



\$50,000*

ARTS FESTIVAL PRESENTING SPONSOR

Advertising & Media:

- Recognition as Presenting Sponsor on paid PCKAF advertising, including print and direct mail
- Logo on PCKAF website (estimated 100,000 unique visitors May–August)
- Recognition in KAC newsletters (reaching approximately 15,000 supporters)
- Name in press release

On-Site Brand Awareness:

- On-site footprint
- *(staff will work with sponsor to review possibilities)*
- Exclusivity within sponsor's business category
- Logo on the following:
 - All event signage
 - PCKAF map
 - PCKAF credentials (500+)
 - Staff and Volunteer t-shirts

Event Hospitality Assets:

- On-site and off-site parking access passes
- Complementary shuttle to Main Street
- VIP credentials and daily wristbands to PCKAF
- Tickets to other Kimball Art Center events and programs

Additional benefits:

- Includes all benefits listed under \$25k sponsors and above
- * All 25k donors and above receive:
 - Complimentary Art & Appetizers party for 20 at Kimball Art Center (KAC) with drinks included
 - Access to use KAC logo on sponsor's page "Proud KAC supporter"
 - Business name listed on the KAC Donor Wall and annual report
 - Curator-led group tours of current exhibitions upon request
 - Invitation to exhibition donor parties
 - E-blast and social media recognition



\$25,000*

ARTS FESTIVAL LEADING SPONSOR

Advertising & Media:

- Recognition as Leading Sponsor on paid PCKAF advertising, including print and direct mail
- Name on Park City Kimball Arts Festival website (estimated 100,000 unique visitors May–August)
- Recognition in KAC newsletters (reaching approximately 15,000 supporters)
- Name in press release

On-Site Brand Awareness:

- 10'x10' on-site footprint in VIP lounge
- Opportunity to provide gift item in volunteer and artist bags
- Logo on the following:
 - All event signage
 - PCKAF map
 - PCKAF credentials (500+)
 - Staff and Volunteer t-shirts

Event Hospitality Assets:

- On-site and off-site parking access passes
- Complimentary shuttle to Main Street
- VIP credentials and daily wristbands to PCKAF

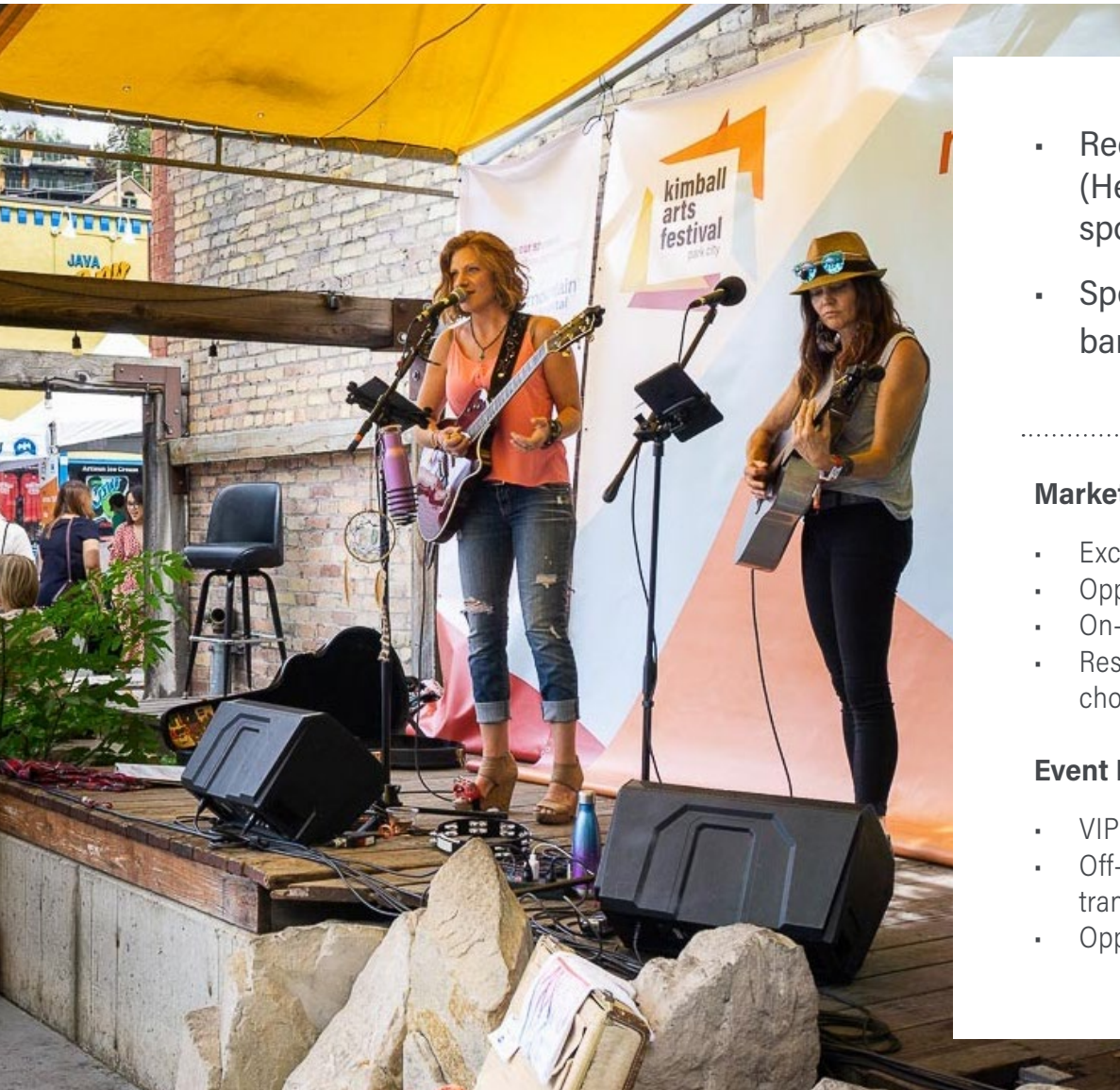
Additional benefits:

- Includes all benefits listed under \$25k sponsors and above
- * All 25k donors and above receive:
 - Complimentary Art & Appetizers party for 20 at Kimball Art Center (KAC) with drinks included
 - Access to use KAC logo on sponsor's page "Proud KAC supporter"
 - Business name listed on the KAC Donor Wall and annual report
 - Curator-led group tours of current exhibitions upon request
 - Invitation to exhibition donor parties
 - E-blast and social media recognition



\$15,000 *MUSIC SPONSOR*

EXCLUSIVE OPPORTUNITY (1 available)



- Receive recognition at our two prime-location stages (Heber Ave & Wasatch Brew Pub) as the Music sponsor.
- Sponsorship support covers the cost of the stage, bands and production.

Marketing Benefits may include:

- Exclusive company logo recognition on stage signage
- Opportunity to share your mission on stage
- On-stage sponsor recognition
- Reserved table by the stage, in the Spirit Garden of your choice

Event Hospitality Includes:

- VIP tickets and wristbands to PCKAF
- Off-site reserved parking spots, including shuttle transportation to Main Street
- Opportunity to host clients at PCKAF and VIP Lounge

\$10,000*

ARTS FESTIVAL CONTRIBUTING SPONSOR

Advertising & Media:

- Name on Park City Kimball Arts Festival website (estimated 100,000 unique visitors May-August)
- Recognition in KAC newsletter (reaching approximately 15,000 supporters)
- Name in press release

On-Site Brand Awareness:

- On-site footprint in VIP lounge
- Name on PCKAF map and event signage

Event Hospitality Assets:

- Off-site parking access passes
- Complementary shuttle to Main Street
- VIP credentials and daily wristbands to PCKAF

Additional benefits:

- Includes all benefits listed under \$5k sponsors and above

* All 5k donors and above receive:

- Business name listed on the Kimball Art Center (KAC) Donor Wall and annual report
- E-blast and social media recognition



\$5,000*

ARTS FESTIVAL ASSOCIATE SPONSOR

Advertising & Media:

- Recognition as Associate Sponsor
- Name on Park City Kimball Arts Festival website (estimated 100,000 unique visitors May–August)
- Recognition in KAC newsletter (reaching approximately 15,000 supporters) before PCKAF

On-Site Brand Awareness:

- On-site footprint in VIP lounge

Event Hospitality Assets:

- Off-site parking access passes
- Complimentary shuttle to Main Street
- VIP credentials and daily wristbands to PCKAF

Additional benefits:

- Includes all benefits listed under \$5k sponsors and above

Additional benefits:

- Includes all benefits listed under \$5k sponsors and above

* All 5k donors and above receive:

- Business name listed on the Kimball Art Center (KAC) Donor Wall and annual report
- E-blast and social media recognition



\$1,000 – \$4,999 *COMMUNITY PARTNERS*

- Support local and national artists while making a statement that you believe **Art is Vital!**
- As a community partner, you know the value of art to building community, inspiring creative solutions, and cultivating a communal sense of joy.
- Opportunities range in price and marketing exposure.
- Sponsorship/Underwriting opportunities include, but are not limited to:
 - Artists' lunch underwriter
 - Staff and volunteer t-shirt and credentials underwriter
 - Volunteer swag bag underwriter

Marketing Benefits May Include:

- Business name on festival event signage
- Logo/name recognition on festival T-shirts
- Opportunity to provide marketing materials in artist and volunteer welcome bags
- Business logo on Park City Kimball Arts Festival website
- Opportunity to provide marketing materials or a footprint in VIP lounge



Event Hospitality Includes:

- VIP credentials and daily wristbands to PCKAF



For more information please visit: parkcitykimballartsfestival.org

For sponsorship availability please contact: development@kimballartcenter.org