

# KIMBALL ARTS FESTIVAL


## SPONSORSHIP OPPORTUNITIES

FRIDAY, AUGUST 4TH — SUNDAY, AUGUST 6TH

2023







*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



# KIMBALL ARTS FESTIVAL

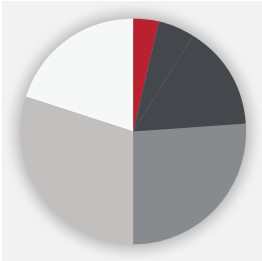
We invite you to join Kimball Art Center as an integral sponsor of our organization and programs. At Kimball Art Center, we believe art is vital. Art enhances civic life and creative engagement in Park City, energizes the local cultural sector, and promotes meaningful dialogues in our community and beyond.

**Park City Kimball Arts Festival (PCKAF)** is one of Kimball Art Center's most celebrated programs. Each year PCKAF showcases the work of nearly 200 jury-selected artists and welcomes tens of thousands of guests from around the country, with an economic impact of over \$23 million in 2022 alone. This three-day, open-air celebration of the arts is considered one of Park City's signature events.



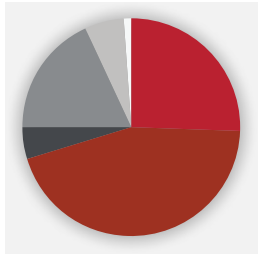
# Demographics

## ATTENDEE AGE RANGE



- 18-30: 3%
- 31-45: 15%
- 46-60: 33%
- 61-70: 35%
- OVER 70: 14%

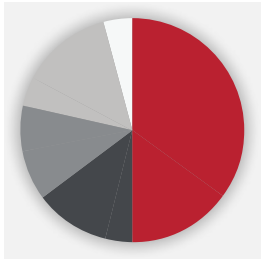
## LAST COMPLETED EDUCATION LEVEL



- POST COLLEGE GRADUATE: 46%
- COLLEGE GRADUATE: 41%
- ASSOCIATES DEGREE: 4%
- SOME COLLEGE/TECH. SCHOOL: 7%
- HIGH SCHOOL DEGREE: 2%
- < HIGH SCHOOL DEGREE: 1%

## ANNUAL HOUSEHOLD INCOME

- \$200,000 AND OVER: 51%
- \$150,000- \$200,000: 15%
- \$100,000- \$149,999: 14%
- \$50,000-\$99,000: 14%
- UNDER \$50,000: 5%

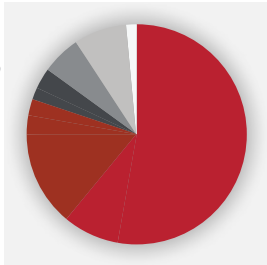


## ATTENDEES GENDER

- 71% FEMALE
- 29% MALE
- 1% SELF-IDENTITY

## UTAH ATTENDEES' BREAKOUT BY COUNTY

- SUMMIT COUNTY: 64%
- SALT LAKE COUNTY: 20%
- WEBER COUNTY: 2%
- DAVIS COUNTY: 3%
- WASATCH COUNTY: 7%
- OTHER: 1%





# Demographics



WHERE DO OUR  
TICKET HOLDERS LIVE?



WHERE DO OUR  
LOCALS LIVE?

Total attendees in 2022

29,000+



# Demographics



TOTAL ECONOMIC IMPACT

**\$23,000,000+**

*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

**976**

APPLICATIONS  
SUBMITTED

**\$1,865,000**

IN ARTIST SALES

**184**

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](https://parkcitykimballartsfestival.org)

For sponsorship availability please contact: [development@kimballartcenter.org](mailto:development@kimballartcenter.org)



# \$100,000

## 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 Park City Kimball Arts Festival (PCKAF) website (estimated 100,000 unique visitors May–August)
- Recognition in Kimball Art Center (KAC) newsletters (reaching approximately 15,000 supporters) before PCKAF
- Sponsored banner ad on PCKAF website
- Logo on “Best of Show” banners
- Name in press release
- Recognition in Park Record Thank You ad

### On-site Brand Awareness:

- Customizable on-site event activation
- Logo on the following:
  - Street banners  
Displayed on Main Street and Kearns Blvd. two weeks leading up to the festival
  - All event signage
  - Park City Kimball Arts Festival (PCKAF) map
  - PCKAF credentials (1,500+)
  - Staff and Volunteer t-shirts (500+)
- Opportunity to provide gift items in volunteer appreciation bags (400) and artist welcome bags (200)
- Opportunity to provide marketing materials in VIP lounge and Info booth

### Event Hospitality Assets:

- Parking access passes for China Bridge Garage
- 16 Full Access VIP credentials and 30 day-specific wristbands to PCKAF
  - *Full Access VIP credentials include grab-and-go food and complimentary drinks*
- Complimentary tickets to other Kimball Art Center events and programs including the annual Art Soirée
- Opportunity to host clients at PCKAF and VIP lounge

*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**

### Additional benefits:

- 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

# \$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) before PCKAF
- Name in press release
- Recognition in Park Record Thank You ad

### On-site Brand Awareness:

- On-site footprint
- Staff will work with sponsor to review possibilities
- Opportunity to provide gift items in volunteer appreciation bags (400) and artist welcome bags (200)
- Opportunity to provide marketing materials in VIP lounge and Info booth
- Logo on the following:
  - All event signage
  - Park City Kimball Arts Festival (PCKAF) map
  - PCKAF credentials (1,500+)
  - Staff and Volunteer t-shirts (500+)

### Event Hospitality Assests:

- Parking access passes for China Bridge Garage
- 8 Full Access VIP credentials and 10 VIP Weekender credentials plus 20 day-specific wristbands to PCKAF
  - *Full Access VIP credential includes grab-and-go food and complimentary drinks; VIP Weekender includes light bites, NA drinks, cash bar*
- Complimentary tickets to other Kimball Art Center events and programs including the annual Art Soirée
- Opportunity to host clients at PCKAF and VIP lounge



### Additional benefits:

- 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 certain 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) before PCKAF
- Name in press release
- Recognition in Park Record Thank You ad

### On-site Brand Awareness:

- On-site footprint 10' x 10'
- Logo on the following:
  - All event signage
  - Park City Kimball Arts Festival (PCKAF) map
  - PCKAF credentials (1,500+)
  - Staff and Volunteer t-shirts (500+)
- Opportunity to provide gift items in volunteer appreciation bags (400) and artist welcome bags (200)
- Opportunity to provide marketing materials in VIP lounge and Info booth

### Event Hospitality Assests:

- 6 Full Access VIP credentials and 6 VIP Weekender credentials plus 12 day-specific wristbands to PCKAF
  - *Full Access VIP credential includes grab-and-go food and complimentary drinks; VIP Weekender includes light bites, NA drinks, cash bar*



### Additional benefits:

- 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

# \$10,000

## ARTS FESTIVAL CONTRIBUTING SPONSOR

### Advertising/Media:

- Recognition as Contributing Sponsor
- Logo on PCKAF website (estimated 100,000 unique visitors May-August)
- Recognition in KAC newsletters (reaching approximately 15,000 supporters) before PCKAF
- Name in press release
- Recognition in Park Record Thank You ad

### On-site Brand Awareness:

- On-site footprint 10' x 10'
- Logo on the following:
  - Certain event signage
  - Staff and Volunteer t-shirts (500+)
- Opportunity to provide gift items in volunteer appreciation bags (400) and artist welcome bags (200)

### Event Hospitality Assests:

- 4 Full Access VIP credentials and 4 VIP Weekender credentials and 8 day-specific wristbands to PCKAF
  - *Full Access VIP credential includes grab-and-go food and complimentary drinks; VIP Weekender includes light bites, NA drinks, cash bar*



### Additional benefits:

- 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
- Logo on PCKAF website (estimated 100,000 unique visitors May-August)
- Recognition in KAC newsletters (reaching approximately 15,000 supporters) before PCKAF
- Name in press release
- Recognition in Park Record Thank You ad

### On-site Brand Awareness:

- Logo on certain event signage
- Opportunity to provide gift items in volunteer appreciation bags (400) and artist welcome bags (200)

### Event Hospitality Assests:

- 2 Full Access VIP credentials and 2 Weekender VIP credentials, plus 4 day-specific wristbands to PCKAF
  - *Full Access VIP credential includes grab-and-go food and complimentary drinks; VIP Weekender includes light bites, NA drinks, cash bar*



### Additional benefits:

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



# \$1,500 - \$4,000 COMMUNITY PARTNERS

## Marketing Benefits May Include:

- Opportunity to provide gift items in volunteer appreciation bags (400) and artist welcome bags (200)
- Recognition on certain event signage
- Recognition in Park Record thank you ad
- Logo on Park City Kimball Arts Festival website
- Business name listed on the Kimball Art Center Donor Wall and annual report
- Custom underwriting opportunities available

## Event Hospitality Include:

- 2 Full Access VIP credentials and 2 day-specific wristbands to PCKAF
  - *Full Access VIP credentials include grab-and-go food and complimentary drinks*







For more information please visit: [\*\*parkcitykimballartsfestival.org\*\*](https://parkcitykimballartsfestival.org)

For sponsorship availability please contact: [\*\*development@kimballartcenter.org\*\*](mailto:development@kimballartcenter.org)