


KIMBALL ARTS FESTIVAL

SPONSORSHIP OPPORTUNITIES

FRIDAY, AUGUST 2ND – SUNDAY, AUGUST 4TH

2024





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



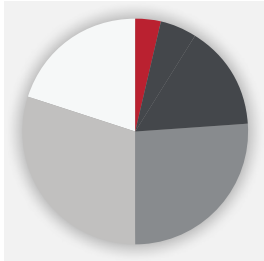
KIMBALL ARTS FESTIVAL

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 \$25 million in 2022 alone. This three-day, open-air celebration of the arts is considered one of Park City's signature events.

Demographics

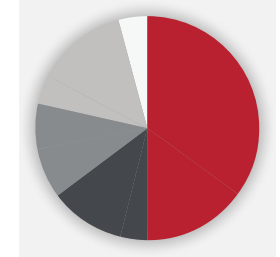
ATTENDEE AGE RANGE



- 18-30: 3%
- 31-45: 13%
- 46-60: 33%
- 61-70: 35%
- OVER 70: 16%

ANNUAL HOUSEHOLD INCOME

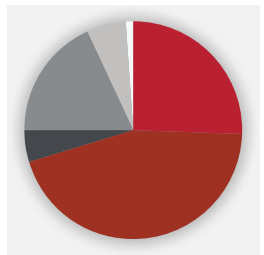
- \$200,000 AND OVER: 50%
- \$150,000- \$200,000: 16%
- \$100,000- \$149,999: 16%
- \$50,000-\$99,000: 13%
- UNDER \$50,000: 5%



ATTENDEES GENDER

- 67% FEMALE
- 32% MALE

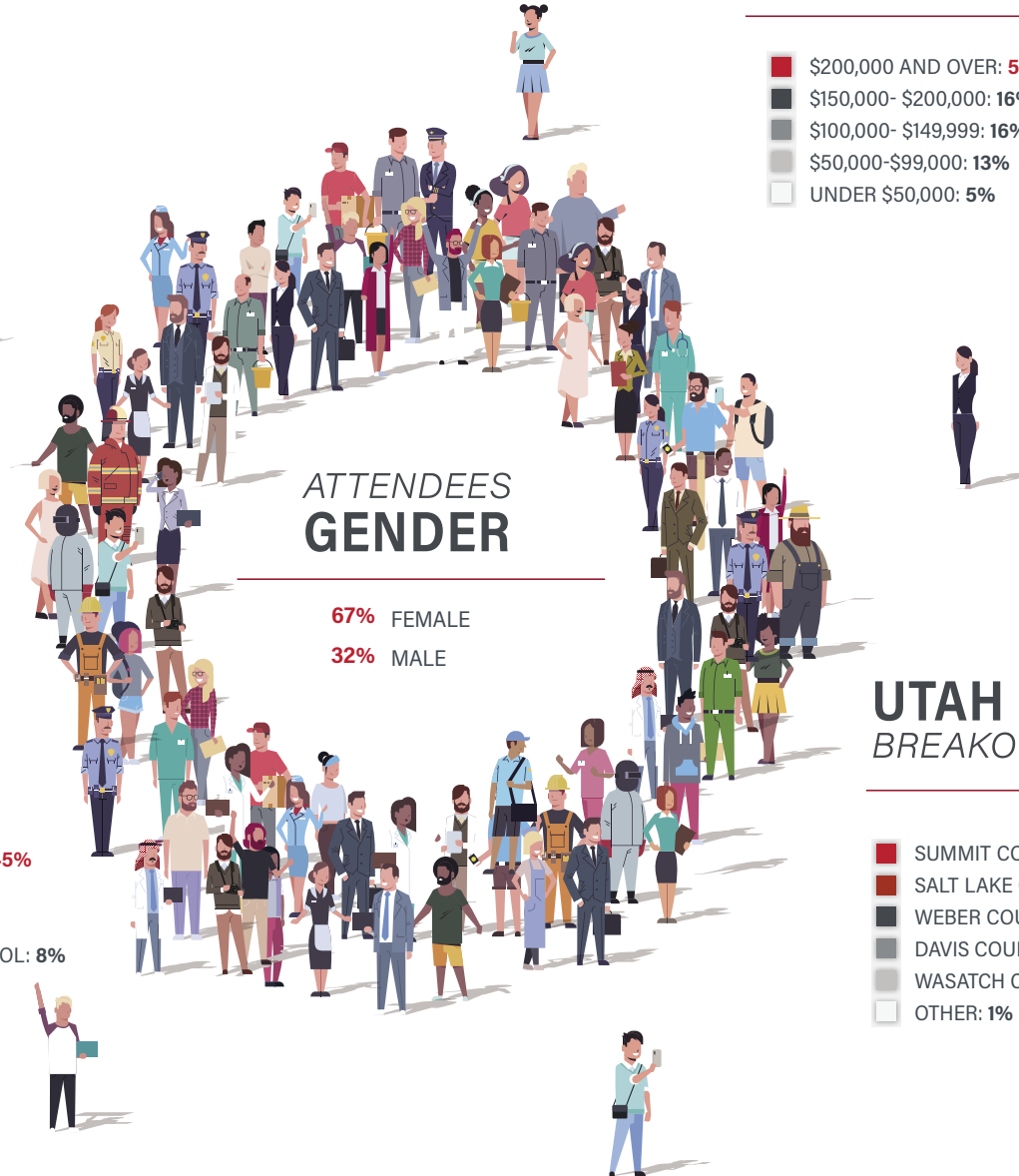
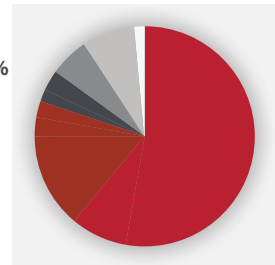
LAST COMPLETED EDUCATION LEVEL



- POST COLLEGE GRADUATE: 45%
- COLLEGE GRADUATE: 41%
- ASSOCIATES DEGREE: 4%
- SOME COLLEGE/TECH. SCHOOL: 8%
- HIGH SCHOOL DEGREE: 2%
- < HIGH SCHOOL DEGREE: 0%

UTAH ATTENDEES' BREAKOUT BY COUNTY

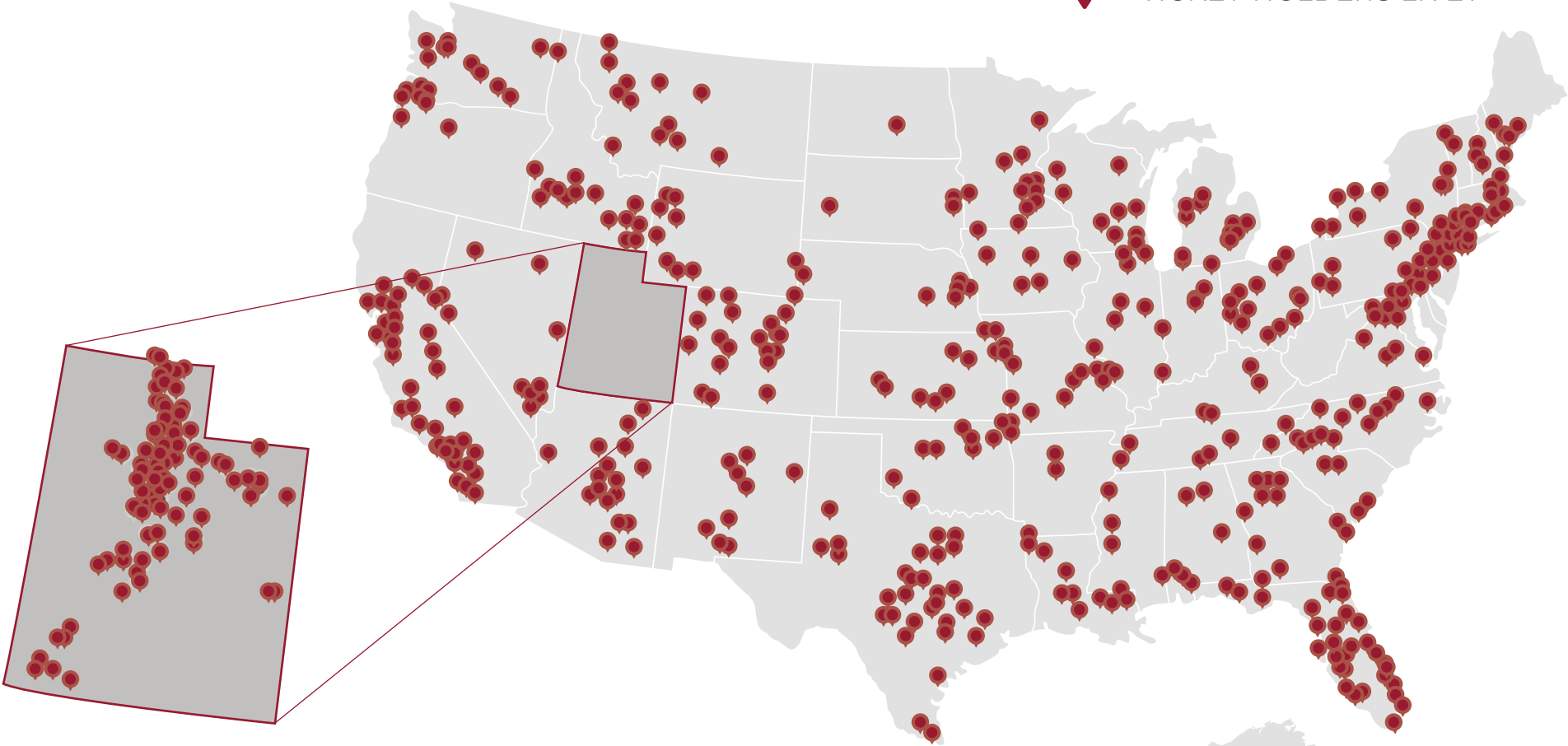
- SUMMIT COUNTY: 64%
- SALT LAKE COUNTY: 20%
- WEBER COUNTY: 2%
- DAVIS COUNTY: 3%
- WASATCH COUNTY: 7%
- OTHER: 1%



Demographics



WHERE DO OUR
TICKET HOLDERS LIVE?



WHERE DO OUR
LOCALS LIVE?

Total attendees in 2023

29,000+



Demographics



TOTAL ECONOMIC IMPACT

\$25,000,000+

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

1141

APPLICATIONS
SUBMITTED

\$2,005,337

IN ARTIST SALES

198

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 believe in 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: 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
 - *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
 - *Full Access VIP credential includes 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
 - *Full Access VIP credential includes 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
 - *Full Access VIP credential includes food and complimentary drinks; VIP Weekender includes light bites, NA drinks, cash bar*



Additional benefits:

- Business name listed on the 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
 - *Full Access VIP credential includes food and complimentary drinks; VIP Weekender includes light bites, NA drinks, cash bar*



Additional benefits:

- Business name listed on the KAC donor wall and annual report
- E-blast and social media recognition

\$2,000 - \$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 festival map guide
- Recognition in Park Record thank you ad
- Business name 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
 - *Full Access VIP credentials include food and complimentary drinks*





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