

# KIMBALL ARTS FESTIVAL

# SPONSORSHIP OPPORTUNITIES

FRIDAY, AUGUST 7TH – SUNDAY, AUGUST 9TH

2026



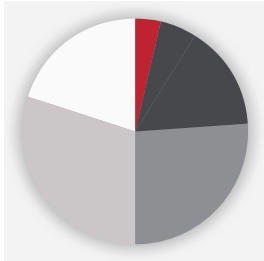
# KIMBALL ARTS FESTIVAL

We invite you to join Kimball Art Center as a sponsor of our organization and programs. At KAC, we believe art enhances individual creativity and happiness, energizes civic life and the local cultural sector, and promotes meaningful dialogues in our community and beyond.

**Park City Kimball Arts Festival (PCKAF)** is one of KAC's most celebrated programs. Annually, the festival showcases the work of 200 jury-selected artists and draws tens of thousands of guests from around the country. This three-day, open-air celebration of the arts is one of Park City's largest events.

# Demographics

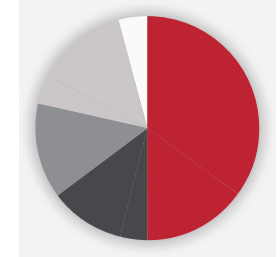
## ATTENDEE AGE RANGE



- 18-30: 2%
- 31-45: 12%
- 46-60: 27%
- 61-70: 35%
- OVER 70: 24%

## ANNUAL HOUSEHOLD INCOME

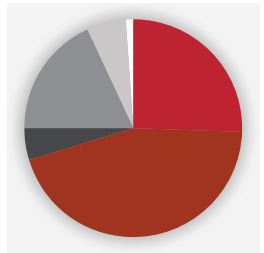
- \$200,000 AND OVER: 42%
- \$150,000- \$200,000: 11%
- \$100,000- \$149,999: 11%
- \$50,000-\$99,000: 8%
- UNDER \$50,000: 2%



## ATTENDEES GENDER

- 67% FEMALE
- 33% MALE

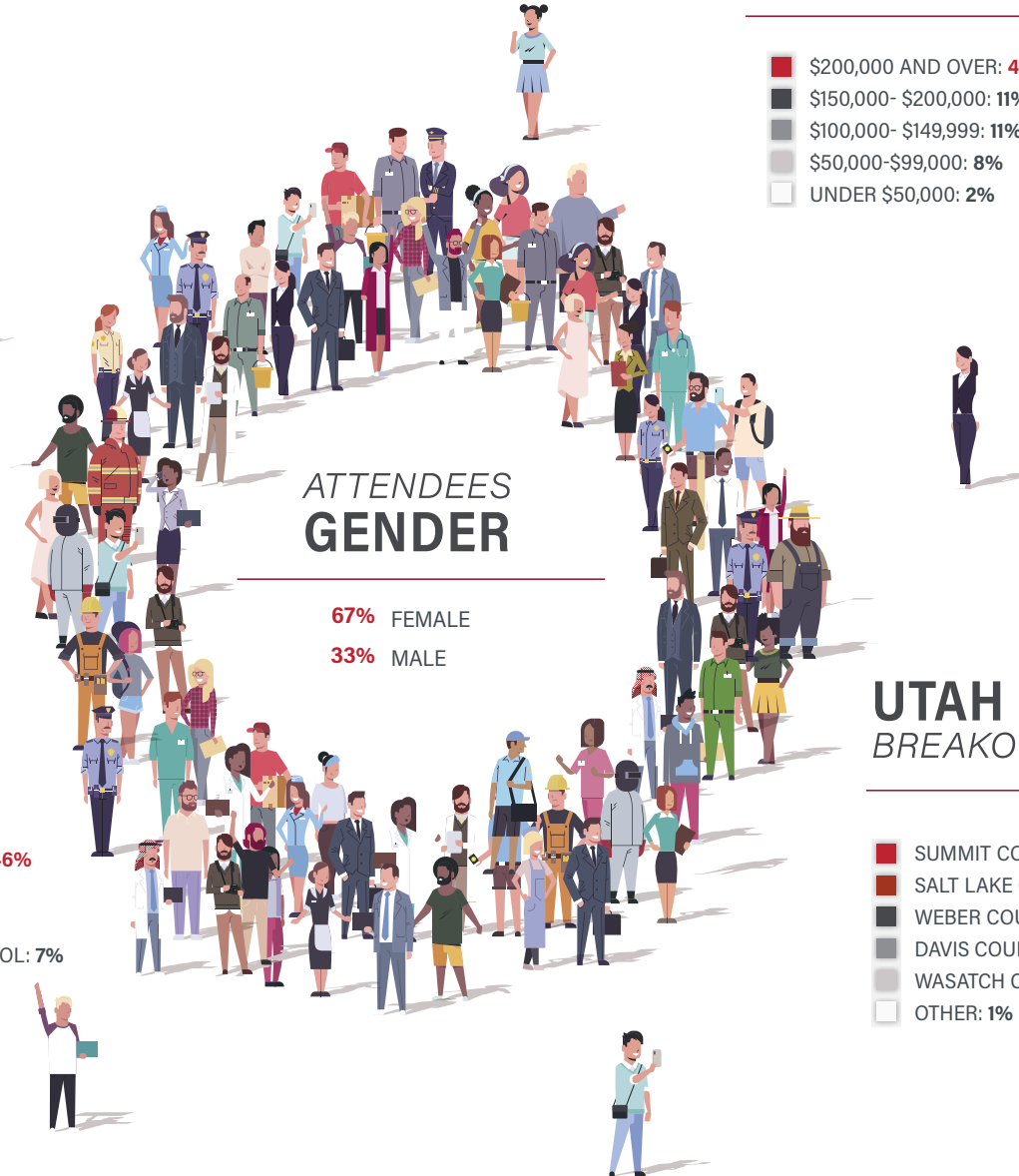
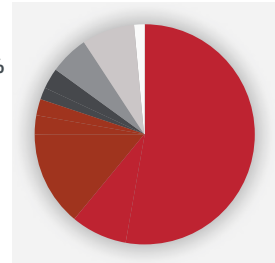
## LAST COMPLETED EDUCATION LEVEL



- POST COLLEGE GRADUATE: 46%
- COLLEGE GRADUATE: 40%
- ASSOCIATES DEGREE: 4%
- SOME COLLEGE/TECH. SCHOOL: 7%
- HIGH SCHOOL DEGREE: 2%
- < HIGH SCHOOL DEGREE: 0%

## UTAH ATTENDEES' BREAKOUT BY COUNTY

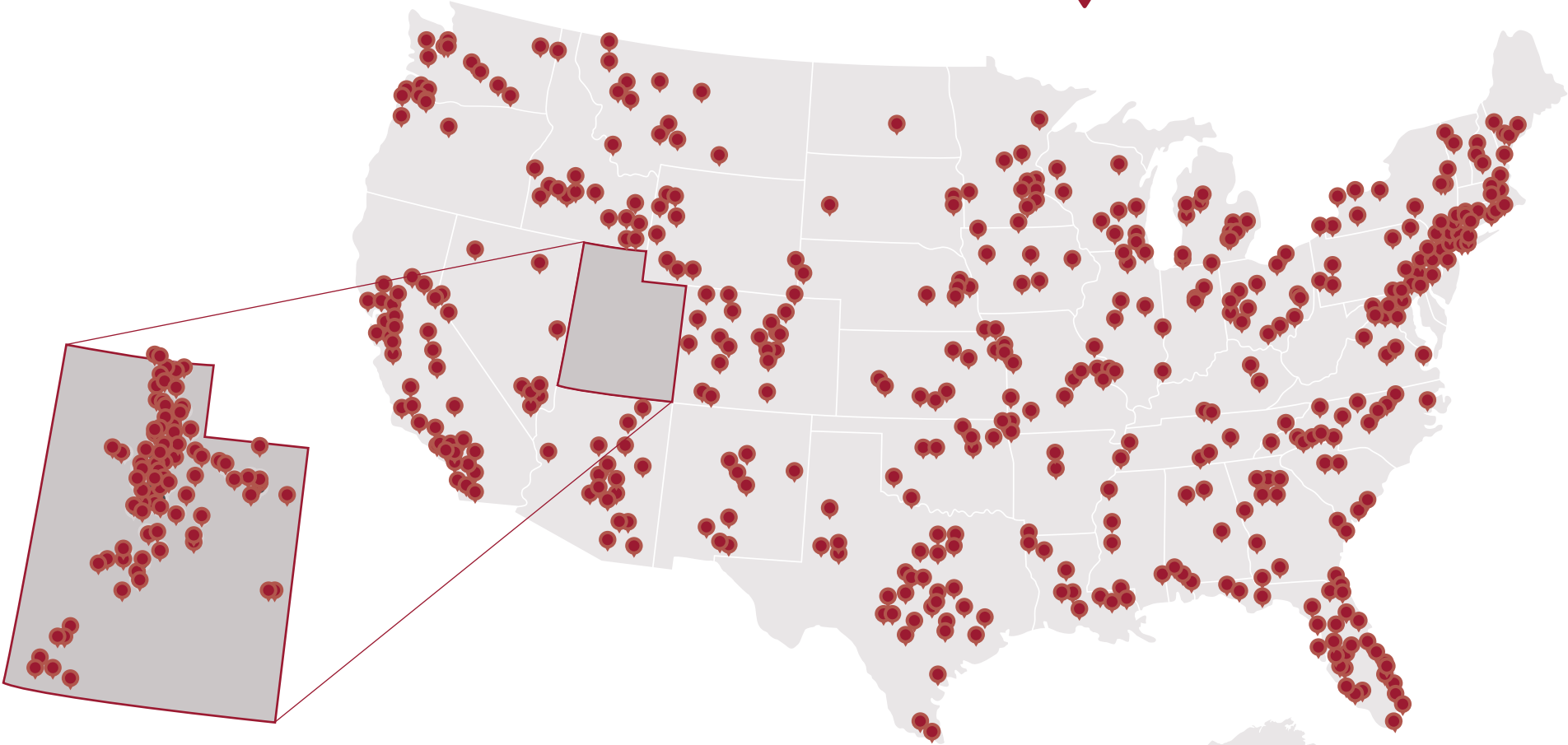
- SUMMIT COUNTY: 68%
- SALT LAKE COUNTY: 16%
- WEBER COUNTY: 5%
- DAVIS COUNTY: 3%
- WASATCH COUNTY: 3%
- OTHER: 1%



# Demographics



WHERE DO OUR  
TICKET HOLDERS LIVE?



WHERE DO OUR  
LOCALS LIVE?

Total attendees in 2025

**26,000+**



# Demographics



TOTAL ECONOMIC IMPACT

**\$27,000,000+**

*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

**1108**

APPLICATIONS  
SUBMITTED

**\$2,239,365**

IN ARTIST SALES

**187**

VISUAL ARTISTS

**42**

STATES  
REPRESENTED



# Demographics

TOTAL MEDIA IMPRESSIONS:

> **8,000,000**



KIMBALL ART CENTER MARKETING AND COMMUNICATIONS CHANNELS INCLUDE:

- ✓ KAC social media accounts (Instagram, Facebook)
- ✓ Paid advertisements on Meta and Google platforms
- ✓ E-mail newsletter
- ✓ Local newspapers (e.g. TownLift, Park Record)
- ✓ Broadcast media (e.g. KPCW, Fox13)
- ✓ Direct mail
- ✓ Physical signage in Summit and Salt Lake counties

# SPONSORSHIP OPPORTUNITIES

Kimball Art Center is excited to partner with sponsors who align with our core goals and values: creativity, curiosity, collaboration, diversity and community.

A sponsorship of the Kimball Arts Festival supports local and national artists and enhances attendee experience. **Together, KAC and sponsors will maximize meaningful engagement with our PCKAF audience through brand recognition, on-site experiences, and relationship formation**

For more information please visit: [kimballartsfestival.org](https://kimballartsfestival.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 print and direct mail advertising
- Most prominent logo and link on PCKAF website
  - 350,000 impressions from May to August
- Banner ad on PCKAF website
- Recognition in KAC newsletters all summer
  - 15,000 impressions per newsletter
- Name in press release and Park Record Thank You ad

### On-site Brand Awareness:

- On-site footprint for customizable brand activation
- Logo on...
  - Banners on Main Street and Kearns Blvd
  - All event signage
  - Festival maps
  - Festival credentials (1,500+)
  - Staff and Volunteer t-shirts (500+)
- Opportunity to provide branded swag for volunteer and artist bags (600)
- Opportunity to provide marketing materials in VIP Lounge and Info Booth

### Event Hospitality Assets:

- 16 VIP Credentials, which include
  - Access to air-conditioned VIP Lounge overlooking Main Street
  - Catered bites and complimentary craft cocktails
- Parking access passes for China Bridge Garage
- Complimentary tickets to other KAC events
  - Including annual spring Art Soiree
- Opportunity to host clients at PCKAF and in 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:

- "Proud KAC supporter" logo for your website
- Business listed on donor wall and annual report
- Private, curator-led tours of current exhibitions upon request
- Invitation to exclusive exhibition parties for donors
- E-blast and social media recognition

# \$50,000

## ARTS FESTIVAL PRESENTING SPONSOR

### Advertising/Media:

- Recognition as Presenting Sponsor on print and direct mail advertising
- Logo on PCKAF website
  - 350,000 impressions from May to August
- Recognition in KAC newsletters
  - 15,000 impressions per newsletter
- Name in press release and Park Record Thank You ad

### On-site Brand Awareness:

- On-site footprint for customizable brand activation
- Logo on...
  - All event signage
  - Festival maps
  - Festival credentials (1,500+)
  - Staff and Volunteer t-shirts (500+)
- Opportunity to provide branded swag in volunteer and artist bags (600)
- Opportunity to provide marketing materials in VIP Lounge and Info Booth

### Event Hospitality Assests:

- 8 VIP Credentials, which include
  - Access to air-conditioned VIP Lounge overlooking Main Street
  - Catered bites and complimentary craft cocktails
- 10 Weekender Credentials, which include
  - Access to air-conditioned VIP Lounge overlooking Main Street
  - Catered bites, complimentary non-alcoholic beverages, cash bar
- Parking access passes for China Bridge Garage
- Complimentary tickets to other KAC events and programs
  - Including annual spring Art Soiree
- Opportunity to host clients at PCKAF and VIP Lounge



### Additional benefits:

- "Proud KAC supporter" logo for your website
- Business listed on donor wall and annual report
- Private, curator-led tours of current exhibitions upon request
- Invitation to exclusive exhibition parties for donors
- E-blast and social media recognition

# \$25,000

## ARTS FESTIVAL LEADING SPONSOR

### Advertising/Media:

- Recognition as Leading Sponsor in print and direct mail advertising
- Logo on PCKAF website
  - 350,000 unique visitors between May and August
- Recognition in KAC newsletters
  - 15,000 impressions per newsletter
- Name in press release and Park Record Thank You ad

### On-site Brand Awareness:

- 10'x10' on-site footprint for brand activation
- Logo on...
  - All event signage
  - Festival maps
  - Festival credentials (1,500+)
  - Staff and Volunteer t-shirts (500+)
- Opportunity to provide branded swag in volunteer and artist bags (600)
- Opportunity to provide marketing materials in VIP Lounge and Info Booth

### Event Hospitality Assests:

- 6 VIP credentials, which include
  - Access to air-conditioned VIP Lounge overlooking Main Street
  - Catered bites and complimentary craft cocktails
- 6 Weekender Credentials, which include
  - Access to air-conditioned VIP Lounge overlooking Main Street
  - Catered bites, complimentary non-alcoholic beverages, cash bar



### Additional benefits:

- "Proud KAC supporter" logo for your website
- Business listed on donor wall and annual report
- Private, curator-led tours of current exhibitions upon request
- Invitation to exclusive exhibition parties for donors
- E-blast and social media recognition

# \$10,000

## ARTS FESTIVAL CONTRIBUTING SPONSOR

### Advertising/Media:

- Recognition as Contributing
- Logo on PCKAF website
  - 350,000 unique visitors between May and August
- Recognition in KAC newsletters
  - 15,000 impressions per newsletter
- Name in press release and Park Record Thank You ad

### On-site Brand Awareness:

- 10'x10' on-site footprint for brand activation
- Logo on...
  - Select event signage
  - Staff and Volunteer t-shirts (500+)
- Opportunity to provide branded swag in volunteer and artist bags (600)

### Event Hospitality Assests:

- 4 VIP credentials, which include
  - Access to air-conditioned VIP Lounge overlooking Main Street
  - Catered bites and complimentary craft cocktails
- 4 Weekender Credentials, which include
  - Access to air-conditioned VIP Lounge overlooking Main Street
  - Catered bites, complimentary non-alcoholic beverages, 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 CS
- Logo on PCKAF website
  - 350,000 unique visitors between May and August
- Recognition in KAC newsletters
  - 15,000 impressions per newsletter
- Name in press release and Park Record Thank You ad

### On-site Brand Awareness:

- Logo on certain event signage
- Opportunity to provide branded swag in volunteer and artist bags (600)

### Event Hospitality Assests:

- 2 VIP credentials, which include
  - Access to air-conditioned VIP Lounge overlooking Main Street
  - Catered bites and complimentary craft cocktails
- 2 Weekender Credentials, which include
  - Access to air-conditioned VIP Lounge overlooking Main Street
  - Catered bites, complimentary non-alcoholic beverages, 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 company swag in volunteer and artist bags (600)
- Recognition in Festival materials, including
  - Website
  - Maps
  - Park Record Thank You ad
- Recognition on KAC donor wall and annual report
- Custom underwriting opportunities

## Event Hospitality Include:

- 2 VIP Credentials, which include
  - Access to air-conditioned VIP Lounge overlooking Main Street
  - Catered bites and complimentary craft cocktails





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