

# Black Arts Festival

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# 2018 Black Arts Festival Sponsorship Packet

Is your business or organization searching for creative and interactive ways to reach new, loyal and active customers? If yes, then we invite you to partner with the Black Arts & Cultural Center (BACC) for this year's 2018 Kalamazoo Black Arts Festival.

By partnering with BACC you can increase your business/organization exposure within Kalamazoo and the Southwest Michigan community as well as increase your customer base.

The cross-marketing opportunities will benefit your business/organization and strengthen your roots in the community and surrounding areas.

We offer many sponsorship opportunities that can be tailored to fit your marketing goals and budget. Get face to face with thousands of new customers!

## About

The Kalamazoo Black Arts Festivals (BAF) has a 32 year legacy of providing stellar artistic and educational programs in music, dance, film, visual arts, theatre, the performing arts and the literary arts. The Kalamazoo Black Arts Festival (BAF) has been traditionally celebrated within the downtown Kalamazoo area consisting of various events with more than 2,000 participants. **This year's BAF is scheduled from Friday, July 13<sup>th</sup> – Saturday, July 14<sup>th</sup>.** Almost all of the events are free or are sponsored by private and public donors. Through its annual festival, world class performances, commissioned works, visual arts programs and its arts education and public programs, BACC offers its local, state and national audiences experiences that are extraordinary and enriching.

# SPONSORSHIP BENEFITS & DETAILS

The following opportunities will give your business recognition across the entire week of events and will put your company’s name, logo and link in front of more than 2,000 festival participants.

We aim to provide value to sponsors by:

- Providing opportunities for you to market your services to our 2,000 participants and stakeholders
- Providing you with opportunities to become actively involved in community events
- Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes the arts, education and the development of the community in Southwest Michigan.

	Platinum	Gold	Silver	Bronze	Patron
Value	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Sponsorships Available	1	2	5	10	Unlimited
Recognition as title sponsor (Kalamazoo Black Arts Festival presented by [your company/organization] in all BACC communications and materials)	✓				
Plaque for recognition	✓				
Category exclusivity across the entire week	✓	✓			
Opportunity to sponsor a cash prize	✓	✓			
<b>Name and logo placement:</b>					
Festival shirts	Logo	Logo	Logo		
All vendor entry forms (online & paper)	Logo	Logo			
Mailings	Logo	Logo	Logo	Name	
Individual Event Flyers	Logo				
Signage at events	Logo	Logo	Logo	Logo	
All BAF branded products	Logo	Logo	Logo		
<b>Promotion:</b>					

	Platinum	Gold	Silver	Bronze	Patron
BAF website with link	Logo	Logo	Logo	Logo	Name
Social Media postings	✓	✓	✓	✓	
Media promotion and press releases	✓	✓	✓	✓	
Local radio interviews	✓				
Recognition in e-newsletters to BAF participants	✓	✓	✓	✓	✓
Ability to provide giveaways or flyers during the BAF	✓	✓	✓		
<b>Festival In The Park Benefits:</b>					
Opportunity to have representation at the events	Tent	Tent	Table	Table	
Banner placement throughout the BAF Week	Premier	Premier	Preferred	Preferred	
Announcements on days prior to each event and throughout all post-event activities	5 Mentions	3 Mentions	2 Mentions	1 Mention	
Photo opportunity with festival participants	✓	✓	✓		
<b>Year Long Benefits:</b>					
Ability to have members on the planning committee	✓	✓			
Invitation to annual sponsor appreciation event	✓	✓	✓	✓	

### \* In-Kind Opportunities

Many of our sponsors are able to provide us with great products and services in exchange for sponsorship recognition! If you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, please contact [info@blackartskalamazoo.org](mailto:info@blackartskalamazoo.org). Some in-kind items received in the past include: , Refreshments , Gift cards, Giveaways and Office Supplies.

### \* Other Ideas

Are you interested in providing support to the Kalamazoo Black Arts Festival with something that is not mentioned in this proposal? Do you have a unique idea of how you can partner your business with the Kalamazoo Black Arts Festival? Sponsorship proposals can be customized to meet your business needs by contacting:

Black Arts & Cultural Center  
[info@blackartskalamazoo.org](mailto:info@blackartskalamazoo.org)  
(269) 349-1035

## MEDIA REACH

The Kalamazoo Black Arts Festival provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities afforded by a festival sponsorship.

**Note:** The data in this section reflects 2014 usage

- Website - [www.blackartskalamazoo.org](http://www.blackartskalamazoo.org)
  - o 5,804 Page views
  - o 1,363 Users
  - o 60% New Visitors
  - o 40% Returning Visitors
  - o Average session duration 2:12
  - o Top 5 geographical locations of website visitors
    - Kalamazoo, MI - 55%
    - Portage, MI - 15%
    - Battle Creek, MI - 6%
    - Grand Rapids, MI - 3%

- Benton Harbor, MI - 3%
- Make-up of **BAF** participants
  - In-State / In-Town - 74%
  - In-State / Out-of-Town - 25%
  - Out-of-State - 1%
- Social Media - Facebook, Twitter and Instagram
  - Black Arts& Cultural Center Fan Pages: 900+ followers
- E-Newsletters
  - BACC Community List: 1,500 subscribers
- Print Advertising
  - Kalamazoo Gazette Feature
  - Western Herald Feature
- Online Advertising
- [www.blackartskalamazoo.org](http://www.blackartskalamazoo.org)
- Radio Advertising
  - Done on regional radio stations before each event
- Posters
  - 500 distributed locally
- Flyers
  - 5,000 distributed locally
- Event Signage
  - Banner hangs above Westnedge Avenue in Kalamazoo

# SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Black Arts & Cultural Center at [info@blackartskalamazoo.org](mailto:info@blackartskalamazoo.org). Please don't hesitate to contact us with any questions (269) 349-1035.

## CONTACT INFORMATION:

\_\_\_\_\_  
Company Name *(as you wish to be acknowledged)*

\_\_\_\_\_  
Contact Person's Name

\_\_\_\_\_  
Company Email Address

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip Code

## SPONSORSHIP OPPORTUNITIES:

\_\_\_ \$10,000 Platinum Sponsor

\_\_\_ \$5,000 Gold Sponsor

\_\_\_ \$2,500 Silver Sponsor

\_\_\_ \$1,000 Bronze Sponsor

\_\_\_ \$500 Patron Sponsor

THANK YOU FOR SUPPORTING The  
ARTS, CULTURE AND OUR  
COMMUNITY!

Once we receive your completed  
sponsorship form, BACC staff will  
contact you.

Please send your high-resolution  
color and black-and-white logos  
(.EPS or vector preferred) to  
[info@blackartskalamazoo.org](mailto:info@blackartskalamazoo.org)

## PAYMENT INFORMATION:

\_\_\_ Please send me an invoice

\_\_\_ I have enclosed a check made payable to the Black Arts & Cultural Center

\_\_\_ Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

\_\_\_\_\_  
\$ \_\_\_\_\_  
Total Sponsorship Commitment      Authorized Sponsor Signature      Date

Card Number

Expiration Date

Security Code

# Thank You!

The Black Arts & Cultural Centers mission is to develop potential and creativity in Blacks in the Kalamazoo area, to advance the awareness of Black artistic ability, and to preserve Black cultural heritage and enhance the interactions among diverse groups in the community.



[www.blackartskalamazoo.org](http://www.blackartskalamazoo.org) \* (269) 349-1035\* [info@blackartskalamazoo.org](mailto:info@blackartskalamazoo.org)