

A watercolor splash in shades of orange, yellow, and red, with a paintbrush resting diagonally across it. The splash is centered on a white background that is tilted slightly to the right.

DES
MOINES
ARTS
FESTIVAL[®]

SPONSORSHIP PROSPECTUS



FACT SHEET

DATES: June 22-24, 2012

TIMES: Friday, June 22 - 11 a.m. - 10 p.m.
Saturday, June 23 - 10 a.m. - 10 p.m.
Sunday, June 24 - 10 a.m. - 5 p.m.

WHERE: Downtown Des Moines, Iowa
Western Gateway Park between 10th & 16th Streets
Home to the John & Mary Pappajohn Sculpture Park

WHAT: The award-winning Des Moines Arts Festival®

- Juried Art Fair
- Emerging Iowa Artist program
- Interrobang Film Festival®
- Nurturing a Student's Vision K-12 Exhibition
- Family and Adult Interactive Arts Activities
- Eclectic Culinary offerings
- Live Music & Entertainment
- Strolling Street Theatre
- Sculpture Garden

ADMISSION: FREE TO ATTEND

FOUNDED BY: Des Moines Art Center

VISUAL MUSIC PERFORMING ARTS INTERACTIVE FILM





ABOUT US

The mission of the Des Moines Arts Festival® is to create an opportunity for people of all ages, cultures and backgrounds to embrace the arts.

BACKGROUND

In 1998, the Des Moines Arts Festival® set out to reinvigorate Des Moines' 40-year-old Art in the Park, which was produced in the grassy exterior of the Des Moines Art Center. A new organization was formed to move the event to a new location with a new name. The Festival has become a destination for people from across the state and around the Midwest. Attracting 75,000 people in its inaugural year, the Festival has expanded and improved, and attendance has steadily increased. In 2011, the Festival hosted 235,000 guests.

In 14 years, the Festival has attracted more than 1.8 million guests to Downtown Des Moines. With the outstanding support of more than 75 sponsors and a committed community, the Des Moines Arts Festival® is able to meet what is without a doubt our toughest challenge: offering this arts and cultural event to the public free of admission charge. In return, the Festival contributes millions of dollars to the local economy.

FOCUS ON ART

The Des Moines Arts Festival® features a juried art fair. Each artist submits six images of their work to be juried by a hired panel of distinguished experts from around the country. The Festival received 1,093 applications for 174 available spots. Completing the total of 185 artists we showcase during the weekend, we invite the award winners from the previous year to return to the current Festival.

Created in 2003, the Emerging Iowa Artist program, sponsored by Principal Financial Group® invites Iowa residents currently enrolled in colleges, universities and art schools across the country to promote their talent and sell their artwork during the event. The participants are selected by the same jury panel that chooses the professional Des Moines Arts Festival artists, and juried on the same artistic merits. All booth fees, entry fees, and infrastructure for selected emerging artists including tenting, walls, pedestals, tables and chairs is supplied without charge to the artists. In addition, the best student artist receives a \$1,000 prize for the Best of Show award.

In addition to the Emerging Iowa Artists Program, the Des Moines Art Center's *Nurturing a Student's Vision*, sponsored by Hubbell Homes, features artwork from more than 300 Central Iowa children from kindergarten through high school. These programs, coupled with the artwork of our professional Festival artists, gives the public the opportunity to see the progression of artists of all ages.

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ACHIEVEMENTS

Garnering regional national and international attention, the Des Moines Arts Festival® has received numerous accolades. In just the last four years the International Festivals & Events Association (IFEA) presented **97 Pinnacle Awards** to the Des Moines Arts Festival® including the prestigious **GRAND PINNACLE** reflecting the industries highest honor as the *“best festival in the world.”*



Gold Awards have been received for Overall Sponsorship Program, Sponsor Solicitation Package, Ad Series, Educational Program, Sponsor Follow-up Report, Press/Media Kit, Television promotional advertisement, Newspaper Insert/Supplement, Promotional Poster, Tee Shirt and Hat, and Overall Merchandise Program. Silver awards have included Media Relations Campaign, Children’s Programming, Educational Program, Sponsor, New Promotion, Poster, and Volunteer Program.

Pinnacle Awards are given by IFEA to recognize the highest quality in event management and programming, content, promotional programs and marketing materials produced by IFEA’s more than 3,000 member festivals and events around the world and are the most prestigious awards in the special events industry.

In addition to the Pinnacle Awards, the Des Moines Arts Festival® was honored by Bravo Greater Des Moines in February 2012 with their **ENCORE AWARD**. The Encore Award recognizes Bravo-funded organizations focusing on arts and culture in Greater Des Moines that have demonstrated going above and beyond the normal, procedural course of programming. The Encore Award acknowledges an organization with programming incorporating one, two or three of the following elements: *Sustainable, Entrepreneurial, Innovative.*

The Festival has over the years been recognized for excellence by a variety of publications including *AmericanStyle Magazine’s* Top 10 Fairs & Festivals, the *Des Moines Business Record’s* Best Cultural Event in Des Moines, American Bus Association’s Top 100 Events in North America, and Iowa Division of Tourism’s Iowa Tourism Event of the Year.

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2011 recipient of 19 Pinnacle Awards from the International Festivals & Events Association including the Bronze Grand Pinnacle Award.
2011 named on *AmericanStyle* Magazine's Top 10 Fairs & Festivals.
2010 recipient of the Gold Grand Pinnacle Award
2010 recipient of 21 Pinnacle Awards from the International Festivals & Events Association.
2010 named on *AmericanStyle* Magazine's Top 10 Fairs & Festivals.
2010 inducted into the National Association of Independent Artists Hall of Fame
2010 selected as Top Annual Event by *dsm* Magazine
2010 received the Hometown Hero Award from the Greater Des Moines Convention and Visitors Bureau Best of 2010 by Metromix
2008, 2009 and 2010 named Best Cultural Event in Des Moines by the Des Moines *Business Record*.
2009 recipient of 22 Pinnacle Awards from the International Festivals & Events Association.
2009 Silver Grand Pinnacle Award Winner from the International Festivals & Events Association.
2009 named on *AmericanStyle* Magazine's Top 10 Fairs & Festivals.
2008 recipient of 17 Pinnacle Awards from the International Festivals & Events Association.
2008, 2009 and 2010 named Best Cultural Event in Des Moines by the Des Moines *Business Record*.
2008 named on *AmericanStyle* Magazine's Top 10 Fairs & Festivals.
2007 Bronze Grand Pinnacle Award Winner from the International Festival & Events Association.
2007 recipient of 18 Pinnacle Awards from the International Festivals & Events Association.
2006 Bronze Grand Pinnacle Award from the International Festivals & Events Association.
Named one of the Top 100 Events in North America for 2007 by The American Bus Association (ABA).
2006 recipient of eight Pinnacle Awards from the International Festival & Events Association.
Winner of four National Association of Independent Artist (NAIA) Artist Choice Awards.
Received the 2004 Tourism and the Arts Award at the annual Iowa Tourism Conference.
2004 recipient of 11 Pinnacle Awards from the International Festival & Events Association.
2003 recipient of 11 Pinnacle Awards from the International Festival & Events Association.
2002 recipient of two Pinnacle Awards from the International Festival & Events Association.
Named the 2001 Iowa Tourism Event of the Year by the Iowa Division of Tourism.



SUMMARY

The Des Moines Arts Festival® is Iowa's largest and most prestigious arts and cultural event drawing over 200,000 people annually to downtown Des Moines the last weekend of June. For 14 years, this free, three-day festival of the arts has provided a celebration of the arts and been crowned by its peers as one of the best festivals in the world!

The Festival features 185 talented visual artists. Their original artwork from 14 categories reflects the very best, having been juried from over 1,200 applicants. Sponsors and non-profit organizations offer a variety of interactive arts activities designed to engage and extend the experience for our guests. Live music and strolling street theatre provide non-stop entertainment. Culinary offerings are provided by local and regional restaurants and mobile food vendors. And last year ushered in the inaugural Interrobang Film Festival with 91 entries from around the world.

Showcasing our community and state through programs and activities that reflect the vibrancy of the arts in action is where we excel. Two programs presented by the Festival are the Emerging Iowa Artists (EIA) and Nurturing a Student's Vision (NSV). In 2011, 24 Iowa residents attending universities, colleges, and art schools across the nation were selected by the professional artist jury to feature their art at the festival in the EIA program. NSV is a program that allows students in Central Iowa school districts to submit work created through the year for presentation during the festival. Last year over 325 works of art representing over 83 schools were featured.

The Des Moines Arts Festival®, a non-profit organization, is presented by *The Des Moines Register*, founded by the Des Moines Art Center and produced by Downtown Events Group. It is governed by a 24-member Board of Directors. The Festival is dedicated to producing a free arts and cultural event. Festival proceeds benefit the Des Moines Art Center and the successful continuation of the Des Moines Arts Festival®.

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DEMOGRAPHICS

Average attendance each year is 210,000. Attendance in 2011 was estimated at 235,000.

Gender	59% Female 41% Male					
Age	Under 18	5%	30-34	9%	50-54	13%
	18-20	7%	35-39	4%	55-59	10%
	21-24	8%	40-44	6%	60-64	9%
	25-29	8%	45-49	10%	65+	11%
Marital Status	Never Married	30%		Separated	1%	
	Married	58%		Widowed	3%	
				Divorced	8%	
Education	Post Graduate Degree	30%		Middle School or Less	1%	
	College Graduate	42%		Some High School		3%
	Some College	21%		High School Graduate	11%	
Household	Family	42%				
	2-Person	37%				
	Single	21%				
Income	\$200,000+		8%	\$50,000-\$74,999		19%
	\$150,000-\$199,000		7%	\$35,000-\$49,000		9%
	\$100,000-\$149,000		18%	\$25,000-\$34,999		8%
	\$75,000-\$99,000		15%	\$0-\$24,999		15%
Occupation	Professional/Technical	33%		Non-Profit	4%	
	Clerical/Secretarial	5%		Construction	1%	
	Sales	6%		Homemaker	2%	
	Service Industry	7%		Retired	12%	
	Educator	7%		Unemployed	2%	
	Military	1%		Student	12%	
	Agriculture	1%		Other	7%	
Race	Asian	2%		Black/African American	4%	
	Caucasian	87%		Latino	2%	
	2 or more races	1%		Other	4%	
Other	Own a home	73%				
	From Polk County	63%/29% from Des Moines				

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MARKETING EFFORT

For 14 years, the Des Moines Arts Festival® has been attracting guests to downtown through an impressive media relations campaign. The Festival staff actively seeks to improve its media campaign by researching editorial calendars, suggesting distinctive story angles, and producing creative, compelling media kits and promotional materials.

The Des Moines Arts Festival® has an extensive public relations program that includes year-round efforts to:

- strengthen current media partnerships
- reach editorial boards
- distribute effective news story ideas
- schedule media interviews
- design a useful media kit

Media Partnerships – The Des Moines Arts Festival® enjoys strong relationships with *The Des Moines Register*, WHO-TV 13, Clear Channel Radio, and Iowa Public Radio. All provide promotional support in all three mediums. As sponsors of the Des Moines Arts Festival®, these media partners ensure additional earned media coverage before, during and after the festival. In addition to our sponsors, every Des Moines metro affiliate television station provides extensive coverage including lead storylines for each of the three festival nights!

News Releases – The media is provided an extensive Media Kit with compelling story ideas prior to, during and after the Des Moines Arts Festival® to boost coverage. Interviews are coordinated with staff, artists, sponsors, and entertainers. In addition, news releases are distributed to media statewide and in surrounding metropolitan areas including Minneapolis/St. Paul, Omaha, Chicago, Kansas City and St. Louis.

Media Kits – Filled with fact sheets, news releases, maps, story angles and more, media kits make the task of covering the Des Moines Arts Festival® convenient and newsworthy for the media. The media kit is distributed statewide and to the previously mentioned target metropolitan areas.

MEDIA PARTNERS

The Des Moines Register – A statewide newspaper with a circulation of more than 200,000 people and significant online presence provides a minimum \$85,000 in advertising ad space.

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WHO-TV 13 – This local NBC affiliate donates more than \$60,000 in pro bono advertisements.

Clear Channel Radio - Clear Channel consists of seven stations in Central Iowa and donates more than \$50,000 in advertising.

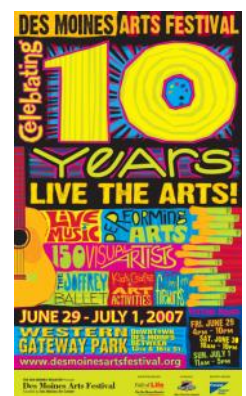
Iowa Public Radio – Iowa Public Radio is a group of stations affiliated with National Public Radio Group that broadcasts AM statewide and consists of four Central Iowa FM stations. Collectively, they donate more than \$25,000 in advertising.

RESULTS

Developing relationships with the media has proven a valuable asset to the Festival. Reporters call the Festival for story ideas throughout the year. By scheduling interviews with the media prior to the event, the Festival receives on-air time throughout the weekend. In addition, each of the six radio station sponsors have trucks on-site throughout the Festival doing live, hourly broadcasts. The Festival continues to be featured year-round through stories featuring artist updates and expansion news.

RESULTS SAMPLING FROM 2011

- \$277,068 in total editorial value
- \$32,142 in total online editorial value
- \$8,960 in outdoor advertising value
- 897 total column inches of editorial coverage
- 1,566,577 impressions on DesMoinesRegister.com
- 15,805,972 total print readership
- 309,003 page views on festival website
- \$106,375 value in live interviews and promotional spots



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SPONSORSHIP OPPORTUNITIES

NAME ASSOCIATION

Positive brand awareness comes from associating your brand and product or service with a respected and celebrated property. Des Moines Arts Festival® is known both locally and internationally. Having been awarded the Gold Grand Pinnacle Award representing the “best festival in the world” by the International Festivals and Events Association.

MARKETING HIGHLIGHTS

There really is nothing like the face-to-face opportunity to promote your product or service to a desirable audience. And association with a longstanding and well respected organization in the community, brand affinity is key. Co-branded marketing opportunities imply a Festival endorsement that add increased validity to your message/product. Dependable studies conclude that festivals have a measurable impact on consumer sales and brand awareness. Join us today and start taking advantage of these opportunities:

- High traffic locations
- Sampling and couponing
- High visibility signage
- Use of corporate logo in product promotion
- High profile VIP special events
- Cross promotions
- Networking
- Naming rights
- Advertising & Promotion

IMPRESSIONS

Depending on your level of investment, your message will be seen during the festival’s promotional periods as well as on-site. We target just about every demographic through a variety of media:

- Print Advertising
- Television Advertising
- Radio Advertising
- Website
- Brochures
- Postcards
- On-site Entry Signage
- On-site free-standing kiosk signage
- Posters
- Festival Guide
- Walking billboards (t-shirts)
- Networking

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AVAILABLE BENEFITS

NAMING RIGHTS Attach your company name or brand to the festival or specialty area within the festival.

WEBSITE Listing or brand on www.desmoinesartsfestival.org with hyperlink to company website. Festival website featured on all promotional materials and advertising as well as seen on numerous sites such as ifea.com, festivalnet.com, dmregister.com, digitalcity.com, and more.

PRINTED MATERIALS

Poster - 1,000 count double-sided posters distributed throughout greater Des Moines
Postcard - 5,000 count postcard distributed throughout greater Des Moines and statewide
Official Preview - 200,000 issued throughout Iowa through *The Des Moines Register* and on-site.
Official Program - 11,000 issued on-site during event.

ADVERTISING

Radio - Broad cross-section of promotional support from Clear Channel Radio, Des Moines Radio Group & Iowa Public Radio
Television - Comprehensive coverage with scheduled advertising from WHO-DT 13
Print - Comprehensive advertising schedule with *The Des Moines Register* and DesMoines Register.com.

NEWS RELEASES News releases issued by the festival include sponsor names according to the level of investment. Dedicated news release issued for certain levels of investment.

OFFICIAL FESTIVAL PROGRAM Comprehensive guide of festival facts, schedules, photos, and more. Advertising in this program is exclusive to Festival sponsors.

ENTRY/EXIT ARCHES Your company name or brand on archways at each major Festival entrance.

BOOTH SPACE On-site booth space to market and promote your product or brand. Size of booth is dependent on level of investment.

ON-SITE RECOGNITION

Banners - Depending on the level of investment, banners placed by DEG throughout the festival site, on stage, at company booth, at sponsored location, and more.
Signs - Each area of the festival is identified with professionally designed sandwich boards and signs.

EXCLUSIVITY Depending on your level of investment, your company or name of brand will enjoy freedom from competitors.

Benefits subject to change with notice

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SPONSORSHIP

At the Des Moines Arts Festival®, we believe in customizing a package that works for you! Whether you are looking for branding or corporate giving, we have a broad selection of opportunities that include attaching your name to a project or special event. Some of these events have a longer shelf life than the three-day festival. Whether your goal is marketing, public relations or community giving, or a combination, we will find the right fit for your company. We'll work with you to design a package that works to accomplish the goals of your business model.

Sponsorships range in price from \$2,500 for a corporate membership to the \$75,000 premium level. We entertain both cash and in-kind inquiries and encourage participation. We're proud of our generous partners who create magical and creative experiences during the three-day festival. The previous page outlines the possible branding and public relations opportunities available. Specific programs available for sponsorship at 2012 Des Moines Arts Festival® include:

- | | |
|--|---|
| Artist Party & Awards | Information Booths |
| Art Purchase Program & Mobile Art Exhibition | Jazz & Wine Pavilion |
| Artist Village | Membership Program |
| Arts Festival Store | Nurturing a Student's Vision |
| Children's Art Gallery | Official Sponsor |
| Co-Sponsor | People's Choice Award |
| Cooking Demonstrations | Performing Arts Stage |
| Community Outreach Program | Presenting Sponsor |
| Culinary Arts | Special Events Pavilion |
| Culinary Creative Challenge | Sponsor / Membership Reception |
| Creative Kid's Zone | Stage (Main) Sponsor |
| Des Moines Art Center Art Activity | Street Theatre |
| Emerging Iowa Artists | VIP Champagne Preview |
| Green Arts Program | Volunteer Program |
| Headline Entertainment | Featured Entertainment - Blue Lapis Light, Mobile |
| Interrobang Film Festival | Homme, Sway Pole, Bandaloop |

Note: Not all programs on this list are readily available as they be already committed.

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