“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
THE 50TH ANNUAL PARK CITY KIMBALL ARTS FESTIVAL

will be held August 2 – August 4, 2019.

For half a century, Park City has played host to the annual Kimball Arts Festival. Over the years the Festival has grown in attendance, economic impact, and national prominence; but one thing remains just as true today and it did in 1969 — the Festival is a celebration of art, culture, and community.

Last year, the three-day Festival brought nearly 50,000 attendees to Park City’s Main Street. They came to purchase art from 227 juror-selected artists, listen to live music, explore creativity, connect with friends, and awaken their taste buds. Between their lodging, dining, and transportation needs, their Festival purchases, and other expenses, these visitors left an economic impact of over $23 million.

As we celebrate the 50th year of the Park City Kimball Arts Festival in 2019, we anticipate even greater numbers and impact — both financial and inspirational.

We hope you will be part of this momentous anniversary.
**WAS THE ARTS FESTIVAL YOUR PRIMARY REASON FOR VISITING PARK CITY?**

**YES** 50%

**NO** 50%

**TOTAL VISITORS:**
49,921

**GENDER:**

- **55%** female
- **45%** male

**LODGING UP 10%**

- 34% booked lodging in Park City
  - 4-DAY: 60%
  - 3-DAY: 11%
  - 2-DAY: 24%
  - 1-DAY: 5%

**STATE REPRESENTED PLUS CANADA:**
34

**TOTAL ECONOMIC IMPACT:**
$23,314,237 (+12%)

**ARTISTS:**

- 955 applications submitted
- 227 total accepted artists
- 34 states represented plus Canada

**VOLUNTEERS:**

- 2,245 total hours
- 519 individual shifts
- 387 volunteers

**TOTAL MEDIA IMPRESSIONS:**
30,000,000 +

- Including national TV broadcast

**LAST EDUCATION LEVEL COMPLETED**

- Less than high school: 1%
- High school degree: 5%
- Some college/technical school: 10%
- Associate degree: 6%
- College graduate: 44%
- Post-college graduate: 34%

**AGE RANGE OF ATTENDEES:**

- 18-30: 8%
- 31-45: 18%
- 46-60: 30%
- 61-70: 30%
- Over 70: 15%

**ARTIST FEEDBACK**

- "The Kimball Arts Festival ended up being the highest grossing event of my career thus far."
- "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."
- "I sold a painting for $20,000. So, wow."
- "A heartfelt thank you for my best Kimball Arts Festival. It continues to be my favorite show to be in."

For more information, please email development@kimballartcenter.org or by calling 435.649.8882.
Kimball Art Center is looking for meaningful, strategic partners. Sponsoring the Park City Kimball Arts Festival allows businesses a unique opportunity to build stronger community ties, promote their brand, and be intimately associated with one of the most influential art festivals in the country.
THE TITLE SPONSOR is the head honcho, the big kahuna, the top dog. This means you'll enjoy exclusive naming rights, the most prominent presence, crazy amounts of promotion, and maximum branding at the 50th annual Park City Kimball Arts Festival and the Art Starts Here Gala. That's right — you're the big cheese at BOTH events. The Title Sponsor receives concierge-level treatment and execution of deliverables. We'll even hold your hand if you'd like. Because we're looking for something long-term, the Title Sponsor is given the opportunity for a three-year Title Sponsor contract, with the first right of refusal to renew.

Kimball Art Center’s creative team will work with the Title Sponsor to customize sponsorship and on-site activation achieve the sponsor’s goals. Here's a look at what else you get:

Advertising and Media
- Recognized as the Title Sponsor on all paid advertising, including:
  - Broadcast (estimated 12M impressions)
  - Print (estimated 2M impressions)
  - Digital (estimated 15M impressions)
- Option to participate in media interviews related to Arts Fest
- Key messages, company name, and quote from representative included in official press release, distributed nationally

Electronic
- Logo placement on all digital ads, including:
  - Optimized programmatic ads targeting key demographics, categories, behaviors, and markets
  - Social media targeted ads
  - Display and mobile
  - Floorboards on Salt Lake Tribune homepage
- Sponsorship banner on Kimball Arts Festival website home page (estimated 100,000 unique visitors May-Aug) linking to sponsor’s site
- Recognition as Title Sponsor within hyper-targeted e-blast to over 120,000 double opted-in addresses in key markets
- Acknowledgment and logo placement in June, July, and August Kimball Art Center e-newsletters, reaching 30,000 Kimball Art Center supporters
On-site Brand Awareness
- Large Festival footprint with customizable onsite activation and promotion to meet Title Sponsor’s goals
- Logo with naming rights as the Title Sponsor of the 50th Annual Park City Kimball Arts Festival in all marketing materials, including:
  - Festival signage on 72 poles along Main Street (placed a minimum of two weeks prior to event)
  - Entrance gate signage
  - Artists’ booth signage
  - Festival entry wristbands
  - Festival credentials for artists, VIPs, staff, media, and volunteers
  - Staff and volunteer t-shirts
  - Volunteer bags
  - Branding opportunities on live music stage
- Opportunity to provide promotional marketing materials at VIP Lounge, VIP shuttles, and Information Booth
- Co-presentation of “Best of Show” awards
- Sponsor signage at artist check-in, volunteer lounge, and artist lounge

Event Hospitality Assets
- 30 fully transferable VIP lounge credentials for entire three-day Festival
- 100 wristbands good for entire three-day Festival
- Apres Arts Fest reception for 25
- Guided Gallery Stroll for 25
- Four tickets to sponsor’s choice of Festival After Dark events
- Dedicating parking and VIP shuttle to Main Street for 25
- Opportunity to provide promotional materials in artist and volunteer lounges
- Exclusivity within sponsor’s business category, i.e. finance, healthcare, automotive, etc.

Additional Kimball Art Center Benefits
- Corporate Membership with Kimball Art Center
- Complimentary event rental of the Kimball Art Center gallery
- Private curator-led tour of exhibition of sponsor’s choice

Art Starts Here Gala Sponsorship Benefits
- Recognized as the Title Sponsor on all promotional materials, including:
  - Gala invitations
  - Gala program
  - Digital advertising
- Prominent logo placement throughout gala, including silent auction tables, patron tables, auction paddles, and stage presence
- Sponsor logo on step-and-repeat photo backdrop
- Key messages, company name, and sponsorship acknowledgment from speaker’s during event
- Opportunity to provide branded gift to all gala attendees
- Premium table location at gala, 10 seats
PRESENTING SPONSORS are like the first born in the Royal Family. You might not be the Queen or the King (that’s the Title Sponsor), but you’re still a really big deal. Presenting sponsors will be granted industry exclusivity and a number of highly visible promotional opportunities. Kimball Art Center’s creative team will work with the Presenting Sponsor to customize sponsorship and on-site activation achieve the sponsor’s goals. Other perks include:

Advertising and Media
- Logo inclusion on paid advertising, including:
  - Broadcast (estimated 12M impressions)
  - Print (estimated 2M impressions)
- Option to participate in one media interview related to Arts Fest
- Key message and company name included in official press release, distributed nationally

Electronic
- Premium placement of logo on Kimball Arts Festival website home page (estimated 100,000 unique visitors May-Aug)
- Acknowledgment and logo placement in June, July, and August Kimball Art Center e-newsletters, reaching 30,000 Kimball Art Center supporters
- Logo placement on Kimball Art Center social media posts, reach of 15,000

On-site Brand Awareness
- Large Festival footprint with customizable onsite activation and promotion to meet Presenting Sponsor’s goals
- Logo on 50th Annual Park City Kimball Arts Festival marketing materials, including:
  - Festival signage on 72 poles along Main Street (placed a minimum of two weeks prior to event)
  - Entrance signage
  - Festival wristbands
  - Festival credentials for artists, VIPs, staff, and volunteers
  - Staff and volunteer t-shirts
  - Branding opportunities on live music stage
Event Hospitality Assets
• 20 fully transferable VIP lounge credentials for entire three-day Festival
• 50 wristbands good for entire three-day Festival
• Exclusivity within sponsor’s business category, i.e. finance, healthcare, automotive, etc.

Additional Kimball Art Center Benefits
• Corporate Membership with Kimball Art Center
• Complimentary event rental of the Kimball Art Center gallery
• Private curator-led tour of exhibition of sponsor’s choice
LEADING SPONSORS can look forward to showcasing their company, interacting with Festival attendees, promoting their brand, and overindulging at the food trucks. Kimball Art Center’s creative team will work with the Leading Sponsor to customize sponsorship and on-site activation achieve the sponsor’s goals. We also offer you:

**Advertising and Media**
- Logo inclusion on paid advertising, including:
  - Broadcast (estimated 12M impressions)
  - Print (estimated 2M impressions)
- Company name included in official press release, distributed nationally

**Electronic**
- Logo on Kimball Arts Festival website home page (estimated 100,000 unique visitors May-Aug)
- Acknowledgment in July, and August Kimball Art Center e-newsletters, reaching 20,000 Kimball Art Center supporters

**Event Hospitality Assets**
- 25 fully transferable VIP lounge credentials for entire three-day Festival
- 25 wristbands good for entire three-day Festival
- Exclusivity within sponsor’s business category, i.e. finance, healthcare, automotive, etc.

**On-site Brand Awareness**
- Large Festival footprint with customizable onsite activation and promotion to meet Leading Sponsor’s goals
- Logo on 50th Annual Park City Kimball Arts Festival marketing materials, including:
  - Entrance signage
  - Festival credentials for artists, VIPs, staff, and volunteers
  - Staff and volunteer t-shirts

**Additional Kimball Art Center Benefits**
- Corporate Membership with Kimball Art Center
- Private curator-led tour of exhibition of sponsor’s choice
ASSOCIATE SPONSORS are associated with the word awesome. And cool. And we want to be your BFF. Kimball Art Center’s creative team will work with the Leading Sponsor to customize sponsorship and on-site activation achieve the sponsor’s goals. But wait, there’s more:

Advertising and Media
• Logo inclusion on paid advertising, including:
  • Broadcast (estimated 12M impressions)
  • Print (estimated 2M impressions)
• Company name included in official press release, distributed nationally

Electronic
• Logo on Kimball Arts Festival website home page (estimated 100,000 unique visitors May-Aug)
• Acknowledgment in August Kimball Art Center e-newsletters, reaching 10,000 Kimball Art Center supporters

On-site Brand Awareness
• 20’ X 30’ footprint for onsite activation and promotion
• Logo on 50th Annual Park City Kimball Arts Festival marketing materials, including:
  • Entrance signage
  • Festival credentials for artists, VIPs, staff, and volunteers
  • Staff and volunteer t-shirts

Event Hospitality Assets
• 10 fully transferable VIP lounge credentials for entire three-day Festival
• 20 wristbands good for entire three-day Festival
This is the entry point to secure a footprint on Main Street during Arts Fest. You’ll get a booth, your logo in a bunch of places, and lots of love from us. CONTRIBUTING SPONSORS can also look forward to:

Advertising and Media
- Logo inclusion on paid advertising, including:
  - Print (estimated 2M impressions)
  - Company name included in official press release, distributed nationally

Electronic
- Logo on Kimball Arts Festival website home page (estimated 100,000 unique visitors May-Aug)
- Acknowledgment in August Kimball Art Center e-newsletters, reaching 10,000 Kimball Art Center supporters

On-site Brand Awareness
- 10’ X 10’ footprint for onsite activation and promotion
- Logo on 50th Annual Park City Kimball Arts Festival marketing materials, including:
  - Entrance signage
  - Staff and volunteer t-shirts

Event Hospitality Assets
- 5 fully transferable VIP lounge credentials for entire three-day Festival
- 10 wristbands good for entire three-day Festival
We believe art should be accessible to all, including potential sponsors. That’s why we’ve added the **EVENT SPONSOR** level — to help small businesses support the arts. Lots of good karma coming your way, plus:

### Advertising and Media
- Company name included in official press release, distributed nationally

### Electronic
- Acknowledgment in August Kimball Art Center e-newsletters, reaching 10,000 Kimball Art Center supporters

### On-site Brand Awareness
- Logo on 50th Annual Park City Kimball Arts Festival marketing materials, including:
  - Entrance signage

### Event Hospitality Assets
- 2 fully transferable VIP lounge credentials for entire three-day Festival
- 10 wristbands good for entire three-day Festival