

Downtown South Bend

Art Beat Event Partnership Opportunities

Art Beat is DTSB's largest annual event, bringing in over 17,000 visitors to enjoy a day-long celebration of culinary, visual, and performing arts in the heart of downtown.



Presenting Sponsor: \$12,000
\$40,000 promotional value

Visionary Sponsor: \$5,000
\$25,000 promotional value

Champion Sponsor: \$3,000
\$15,000 promotional value

Ambassador Sponsor: \$1,000
\$10,000 promotional value

| | Presenting Sponsor: \$12,000 \$40,000 promotional value | Visionary Sponsor: \$5,000 \$25,000 promotional value | Champion Sponsor: \$3,000 \$15,000 promotional value | Ambassador Sponsor: \$1,000 \$10,000 promotional value |
|--|--|--|---|---|
| Appearance on Printed Materials | | | | |
| Posters | ✓ | ✓ | ✓ | ✓ |
| Flyers | ✓ | ✓ | ✓ | ✓ |
| T-shirts | ✓ | ✓ | ✓ | ✓ |
| Event Program | ✓ | ✓ | ✓ | ✓ |
| Commemorative Poster | ✓ | | | |
| Appearance in Media Advertising | | | | |
| Press Release | ✓ | ✓ | ✓ | ✓ |
| WNDU Commercial | ✓ | ✓ | ✓ | ✓ |
| Billboards | ✓ | | | |
| SB Cubs Program | ✓ | | | |
| Digital Media Campaign | ✓ | | | |
| Appearance in Online Advertising | | | | |
| Art Beat Website | ✓ | ✓ | ✓ | ✓ |
| Facebook Event Page | ✓ | ✓ | | |
| On-site Presence | | | | |
| Opportunity for booth in high-traffic area | ✓ | ✓ | ✓ | ✓ |
| Company banner at event | ✓ | ✓ | ✓ | |
| Opportunity to distribute materials | ✓ | ✓ | ✓ | |
| DTSB provides tent, table and chairs for booth | ✓ | | | |
| Opportunity to address the crowd via PA system | ✓ | | | |
| Extra Opportunities | | | | |
| Naming rights: official presenting sponsor of Art Beat | ✓ | | | |
| Your choice of available naming rights | | ✓ | | |