

The logo for West Park Arts Fest is displayed within a red rectangular background. The text is arranged in two lines. The top line reads "WEST PARK" in a bold, sans-serif font, with "WEST" in light blue and "PARK" in light green. The bottom line reads "ARTS FEST" in the same font, with "ARTS" in yellow and "FEST" in light blue. The letters are slightly overlapping and have a modern, clean aesthetic.

**WEST PARK  
ARTS FEST**

**JUNE 13, 2020**

**SPONSORSHIP  
OPPORTUNITIES**

**IN**

**West Fairmount Park**

## PRESENTED BY



**West Park Cultural Center, Fairmount Park Conservancy and Mural Arts Philadelphia** are pleased to present the 13th annual West Park Arts Fest on Saturday, June 13, 2020.

West Park Arts Fest brings together numerous organizations and institutions from across the city to make a truly special free event in West Fairmount Park. All ages enjoy exciting performances and engage in art making and other interactive activities on South Concourse Drive along the West Fairmount Park Centennial Commons.

West Park Arts Fest participating arts, cultural, and community partners have included: The Franklin Institute, Please Touch Museum, Mann Center for the Performing Arts, Philadelphia Zoo, Shofuso Japanese House and Garden, African American Museum of Philadelphia, Tree House Books, Viola Street Residents Association, and many others.

### PURPOSE

The West Park Arts Fest has become a signature event in West Fairmount Park for the purpose of bringing communities together in the park to celebrate the arts, cultural diversity, and talent of Philadelphia while promoting greater awareness of our city park and the area's history and heritage.



**Projected 2020 Attendance: 7,500**

## FEATURED ACTIVITIES

### Music Stage/FunkFest

This will be the second year for FunkFest featuring a major headliner and exciting line-up of outstanding bands and vocalists. FunkFest will include a dynamic range of funk-inspired music from Jazz-Funk and Fusion, to Rock and Soul.



### Dance Stage

Performances represent Philadelphia's cultural diversity and outstanding talent featuring professional and youth performers. Our nationally recognized *danceLogic* is one of the dance programs presented.



### Children's Activity Zone

Art making, performance, science activities, book-give-a-way, face painting, pony rides and an exhibition of children and youth art work.

The West Park Arts Fest is a family friendly event that provides fun and learning for all ages.



## Guided Historic Trolley Tours

People reserve their free seats in advance for the Art Fest popular historical trolley tours narrated by Kathy Lee. It is an excellent opportunity to learn the history of the Fairmount Park Centennial District and surrounding area going back to the 1876 World's Fair.



## Handmade Marketplace

A marketplace of beautiful handmade items by artists and crafters will be featured among the 70 plus vendors participating. Art and craft vendors will be juried the day of the event with *Best in Show*, *Most Unique*, *Best Display*, and *People's Choice* being awarded. Other vendors include direct sellers, corporate, nonprofit, and food vendors.



## ATTENDEE PROFILE

West Park Arts Fest draws families and people of all ages. Attendees represent a culturally diverse group with a significant number of African-Americans. According to our survey, the highest number of attendees are women age 34-45. The West Park Arts Fest is an opportunity to showcase your company and demonstrate community support.

# SPONSORSHIP LEVELS & BENEFITS

## MUSIC STAGE/FUNKFEST

<b>\$15,000 (2 Sponsors)</b>	<b>\$30,000 / Exclusive</b>
<ul style="list-style-type: none"> <li>● Recognized prominently as a <i>FunkFest Stage Sponsor</i> in News Release and logo on all Printed Materials (posters, postcards, program schedule) and e-mail blasts</li> <li>● Speaking Opportunity at Arts Fest</li> <li>● Sponsorship acknowledgement from the stage during the event</li> <li>● Logo on Sponsor Banner at the Music Stage</li> <li>● Prominent Vendor Space at the Event</li> <li>● Large Logo on all Venue Signs and Marketing Signs</li> <li>● Logo on Festival T-Shirt</li> <li>● Volunteer Opportunity for Company's Employees</li> <li>● Link and logo on WPCC website</li> <li>● Included in social media posts across Facebook, Twitter and Instagram</li> </ul>	<ul style="list-style-type: none"> <li>● All benefits on the left plus naming rights "(Company Name) FunkFest Stage" with banner</li> <li>● Space for Company Vendor/Engagement Booth</li> </ul>

## DANCE STAGE

<b>\$7,500 (2 Sponsors)</b>	<b>\$15,000 / Exclusive</b>
<ul style="list-style-type: none"> <li>● Recognized in News Release and logo on all printed Materials (posters, postcards, program schedule) and e-mail blasts</li> <li>● Live sponsorship acknowledgement from the stage during the event</li> <li>● Logo on Festival T-Shirt</li> <li>● Large Logo on all Venue Signs and Marketing Signs</li> <li>● Vendor space at the Event</li> <li>● Volunteer Opportunity for Company's Employees</li> <li>● Link and logo on WPCC website</li> <li>● Included in social media posts across Facebook, Twitter and Instagram</li> </ul>	<ul style="list-style-type: none"> <li>● All benefits on the left plus naming rights "(Company Name) Dance Stage" with banner</li> <li>● Space for Company Vendor/Engagement Booth</li> </ul>

## CHILDREN'S ACTIVITY ZONE

<b>\$5,000 (3 Sponsors)</b>	<b>Exclusive / \$15,000</b>
<ul style="list-style-type: none"> <li>• Logo on all printed materials (poster, postcards, program schedule) and e-mail blasts</li> <li>• Sponsorship acknowledgement during the event</li> <li>• Logo on Festival T-Shirt</li> <li>• Logo on all Venue Signs and Marketing Signs</li> <li>• Volunteer Opportunity for Company's Employees</li> <li>• Link and logo on WPCC website</li> <li>• Included in social media posts across Facebook, Twitter and Instagram</li> </ul>	<ul style="list-style-type: none"> <li>• All benefits to the left plus naming rights "(Company Name) Children's Activity Zone" with banner</li> <li>• Space for Company Vendor/Engagement Booth</li> </ul>

## TROLLEY SPONSOR

<b>\$2,000 (1 Sponsor)</b>
<ul style="list-style-type: none"> <li>• Exclusive Sponsor of Guided Historic Trolley Tours of the Fairmount Park Centennial District during the festival</li> <li>• Company Logo and Name on Trolley Banner and on signage at the boarding location</li> <li>• Logo on Program Schedule</li> <li>• Logo on Festival T-Shirt</li> <li>• Link and logo on WPCC website</li> <li>• Included in social media posts across Facebook, Twitter and Instagram</li> </ul>

## SUPPORTING SPONSOR

## CONTRIBUTING SPONSOR

<b>\$3,500</b>	<b>\$1,500</b>
<ul style="list-style-type: none"> <li>• Recognized on marketing materials</li> <li>• Logo on Program Schedule</li> <li>• Logo on Festival T-Shirt</li> <li>• Link and logo on WPCC website Arts Fest page</li> <li>• Included in social media posts across Facebook, Twitter and Instagram</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on Program Schedule</li> <li>• Logo on Festival T-Shirt</li> <li>• Link and logo on WPCC website Arts Fest page</li> <li>• Included in social media posts across Facebook, Twitter and Instagram</li> </ul>



## **SOCIAL MEDIA DEMOGRAPHICS**

Facebook Followers: 1,130

Instagram Followers: 3,495

Twitter Followers: 723

Official Hashtag: #westparkartsfest

## **PRESS & PUBLICITY**

**For Arts Fest 2019 there were over 35 pieces of coverage**

Philadelphia Tribune, NBC10, 6ABC, Philadelphia Sunday Sun, UWishUNu, Visit Philly, Broad Street Review, Parkside Journal, WHYY and others.

### **Radio Coverage:**

*Combined Monthly Listeners: 270 + million*

*Social Media Reach: 111+ Million*

- Radio One - Soulful Sundays w/ Dyana Williams
- Radio One - Lady B in the Community w/ Laby B
- iHeartRadio - Patty Jackson

### **Online Coverage:**

53.6M online readership

121K estimated coverage views:

### **Social Media Engagement:**

- 72,000 Social Shares (Instagram & Facebook)

We will submit through the [Online Payment form](#)

or by mail using the form below:

### SPONSORSHIP FORM

Our company is pleased to support the West Park Arts Fest with a sponsorship at the level indicated below:

**Music Stage/FunkFest Sponsor** \_\_\_\_\_ (\$15,000) **Exclusive** \_\_\_\_\_ (\$30,000)

**Dance Stage Sponsor** \_\_\_\_\_ (\$7,500) **Exclusive** \_\_\_\_\_ (\$15,000)

**Children's Activity Zone Sponsor** \_\_\_\_\_ (\$5,000) **Exclusive** \_\_\_\_\_ (\$15,000)

**Trolley Sponsor (Exclusive)** \_\_\_\_\_ (\$2,000)

**Supporting Sponsor** \_\_\_\_\_ (\$3,500) **Contributing Sponsor** \_\_\_\_\_ (\$1,500)

Contact Name/Title: \_\_\_\_\_

Sponsoring Company/Business: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

A check is enclosed in the amount of \$ \_\_\_\_\_

We will send our logo to [info@westparkcultural.org](mailto:info@westparkcultural.org) (EPS and JPEG) \_\_\_\_\_

Contact information: 215- 473-7810 [info@westparkcultural.org](mailto:info@westparkcultural.org)

Please make your check payable to: West Park Cultural Center

Mailing Address: West Park Cultural Center 5114 Parkside Avenue, Philadelphia, PA 19131



## ABOUT THE PRESENTERS



[www.westparkcultural.org](http://www.westparkcultural.org)

<http://facebook.com/westparkartsfestival>

West Park Cultural Center launched the West Park Arts Fest in 2008 and has worked closely with other cultural and community organizations to bring this unique event to the Centennial District of West Fairmount Park for the benefit of surrounding communities and the general public.

West Park Cultural Center promotes a thriving West Park environment by using the arts as tools that help youth tap their creative and academic potential, and where residents can access arts, education, and other support programs that contribute to their personal development.



[www.myphillypark.org](http://www.myphillypark.org)

Fairmount Park Conservancy believes in the power of open spaces and the importance of nature to urban communities. Philadelphia's park system is one of the largest urban park systems in the world and includes some of the region's most famous attractions.

Fairmount Park Conservancy exists to champion Philadelphia's parks. We are passionate in our belief that open spaces and experiences provide residents of Philadelphia with the opportunity to gather, rejuvenate, play, exercise and explore.



[www.muralarts.org](http://www.muralarts.org)

Mural Arts Philadelphia is the nation's largest public art program, dedicated to the belief that art ignites change. For 30 years, Mural Arts has united artists and communities through a collaborative process, rooted in the traditions of mural-making, to create art that transforms public spaces and individual lives. Mural Arts engages communities in 50–100 public art projects each year, and maintains its growing collection through a restoration initiative. Core Mural Arts programs such as Art Education, Restorative Justice, and Porch Light yield unique, project-based learning opportunities for thousands of youth and adults.

**West Park Arts Fest Video**

<http://bit.ly/wpafvideo>