



Roswell Arts Festival 2023 Sponsorship Packages

Who We Are

The Roswell Arts Festival raises funds to support recreational and parks programs throughout Roswell.

History

The Roswell Arts Festival, always held the third weekend in September (September 16-17, 2023), is one of the oldest annual events in the city (second only to the Roswell Youth Day parade). The first arts festival held north of the Chattahoochee River, the festival was established to promote arts in the city and support the growing parks and recreation program. Since its founding in 1966, the festival has raised more than \$1 million to purchase park land, playground equipment, spray-grounds, a meditative garden, and many other projects benefiting residents of all ages. The funds raised from the festival have helped make Roswell's parks and recreation program recognized nationwide. For more information about the history of the festival and sponsored projects visit our website at www.roswellartsfestival.com.

Attendees

The Roswell Arts Festival welcomes more than 10,000 attendees during the two-day event. Visitors are predominately from the North Fulton and East Cobb areas although many visitors throughout the Atlanta area attend.

Tax-Status

The Roswell Arts Festival is part of the Friends of Roswell Parks, a 501(c)3 organization.



To learn more about sponsorship activities to support this event see the back of this page.

Contact:

For more information visit www.roswellartsfestival.com
or email Caroline Cayce at carolinecayce@gmail.com



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Roswell Arts Festival sponsors have an opportunity to highlight their businesses and reach new customers, while supporting an event that continues to put an emphasis on the health and well-being of Roswell residents and those who visit our parks.

We offer two sponsorship packages to best meet your needs and interests.

A \$500 sponsorship package (limited to 10) offers:

- Logos linked on our website and Friends of Roswell Parks website
- Logos on promotional banners prior to and during the festival
- Social Media presence
- Recognition in all press releases and print information (informational cards will be printed mid-May)
- Vendor space during the festival (10ft x 10ft booth)
- Logo printed on t-shirt

A \$1000 VIP sponsorship package (limited to 5) offers sponsors maximum visibility through sponsorship of various areas of the festival. VIP sponsors receive all benefits of a \$500 sponsor and can sponsor one of the following activities.

- 1 Children's Area Sponsorship:** Exclusive signage over the tents of the children's section which includes spin art, face painting and free easel painting
- 2 Beverage Sponsorship:** Your logo on cups provided at beer and wine stations during the festival.
- 3 Stage Sponsorship:** Exclusive signage on the stage on the performance stage.
- 4 Community Painting Sponsorship:** Exclusive signage at the community painting station, an opportunity for festival participants to contribute to a painting. Completed community paintings are hung throughout Roswell City Hall.
- 5 Awards and Gift Card Sponsorship:** Exclusive signage and publicity for the artist's awards and gift cards. Gift cards will be rewarded raffle style to persons who sign-up at community events throughout the summer and will be used to purchase artist merchandise during the festival.

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