

BALTIMORE OFFICE OF PROMOTION AND THE ARTS presents

# ARTSCAPE

**SEPTEMBER. 20-24**

20  
23



# **Celebrating Baltimore's Creativity, Culture, and Innovation.**



# A BRIEF HISTORY OF ARTSCAPE:

Artscape is AMERICA'S LARGEST FREE arts festival, rocking the cultural heart of Baltimore since 1982, it was designed as an Arts Fair and marketed Baltimore as a cultural hub. The newly developed Meyerhoff Symphony Hall was underway, and to draw community support and stimulate economic development and investment in the area, Artscape was born.

40 years later the festival has extended of Art (MICA) and the University of its footprint far north of the Mt. Vernon Baltimore campus. It featured over 140 section of the city. Expanding in 2017 artists and makers, live concerts on an to Charles Street, near Penn Station, outdoor stage, and immersive visual around the Maryland Institute College arts experiences.



# COMMUNITY IMPACT

Artscape is more than an arts festival. It is an investment in the people and city of Baltimore. Through this project, we are creating jobs, revitalizing a neighborhood, building lasting impact, and uplifting the artistic community. We hope you will be true partners with us in that work.

- Employ local artists to create murals and permanent art pieces that will remain in the community after the festival is over
- Beautify the Station North Arts & Entertainment District to attract tourism, support existing commercial businesses and residents, and attract new businesses and residents
- Contract with minority and women-owned businesses to both oversee and complete the artistic projects, as well as build the temporary and permanent structures in the neighborhood
- Engage with local community organizers and leaders to ensure open collaboration throughout the planning and execution of the event

2023

# BY THE NUMBERS

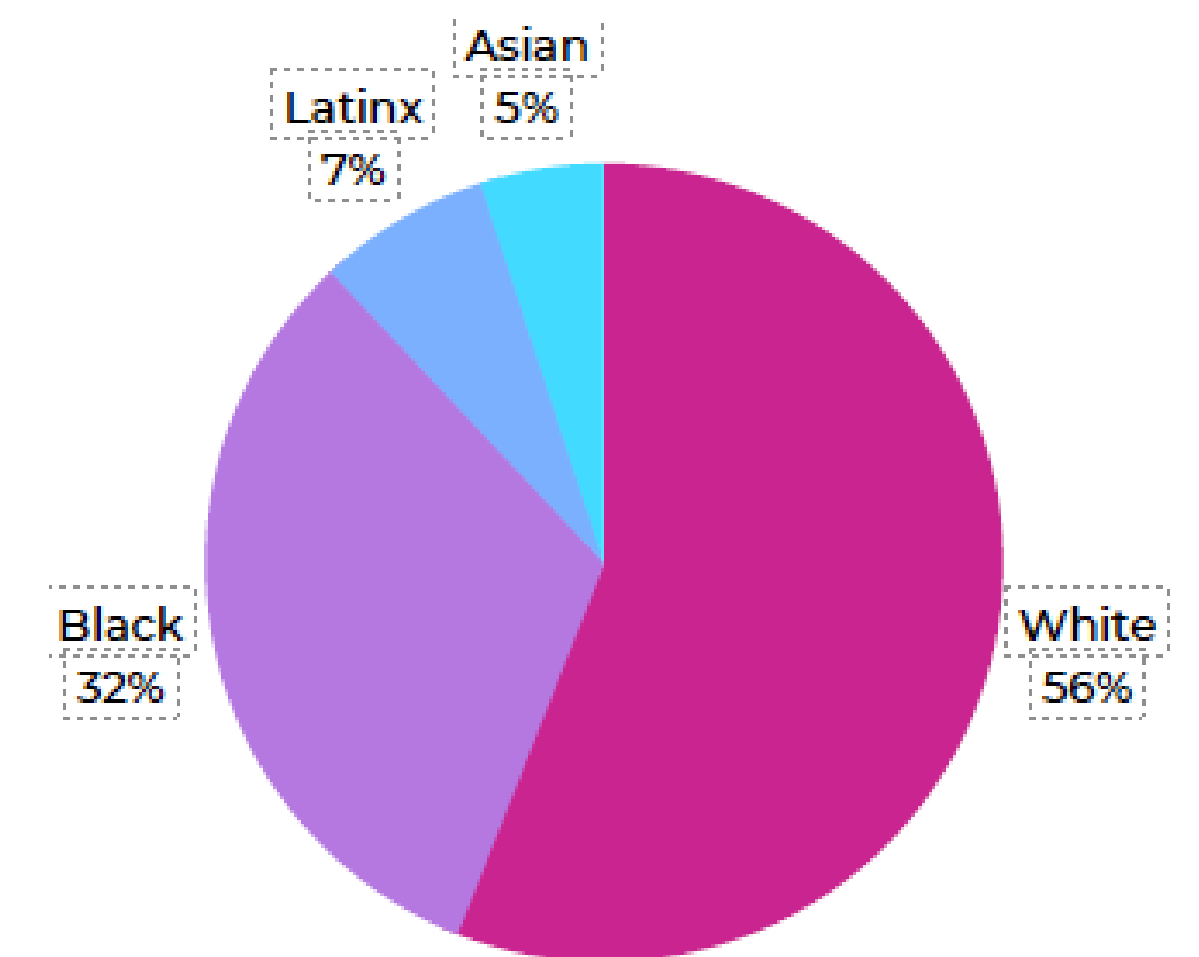
## WHO'S ATTENDING

- Artists
- Art Enthusiasts and Collectors
- Culture Lovers
- Brand Leaders
- Creative Developers
- Sales/Marketing Leaders
- Industry Influencers & Celebrities
- Baltimore Residents
- DMV Residents
- Out-of-State Tourists

## AGE

21-24	37 %
35-44	31%
45-54	20%
OVER 55	12%

## Historical Attendees Demographics



In July 2019, the last year Artscape was hosted, we welcomed over 70K+ visitors who attended the festival for 2.5 hours. Due to pent-up demand and cooler September temperatures we are anticipating over 100,000 participants will attend during the five day event.

2023

# THE OPPORTUNITY



# Artist Marketplace - \$50,000 Sponsorship\*

## 1/RECOGNITION AS A PREMIER SPONSOR

## 2/FOOTPRINT

- 10'x20' space
- Premier location in the Artist Marketplace
- Engagement with 100,000+ audience members over 5 days

## 3/BRANDING

Brand inclusion across Artscape's print and digital assets for an entire year in advance of the 2023 event

- Printed
- Digital
- Merchandise
- Advertising
- On-Site, including street banners, maps, digital kiosks, & staff t-shirts

*\*Festival organizers must preapprove onsite programming. The sponsorship fee does not include activation, building or fabrication costs.*

2023

## 4/RIGHTS & BENEFITS

### PRE-EVENT

- 6x dedicated brand story reel. Distributed on BOPA's and Artscape's IG and Facebook channels
- Featured editorial content in BOPA's e-newsletter and Artscape website
- Logo inclusion in Artscape e-newsletters and website throughout the event lifecycle
- Brand Recognition in nationally published press releases
- Logo displayed (by level) on event maps and other printed materials

### AT EVENT

- (6) VIP access for Executive staff
- Logo prominently featured on Festival Main Stage jumbo screens
- Integrated sponsor-produced content featured on the main stage during pre-performances and intermission.
- Access to an on-the-ground festival docent for Executive Staffers
- Opportunity to include branded merchandise or materials in VIP swag bags
- Rights to use the Artscape name in proprietary digital and print campaigns

### POST-EVENT

- Access to photos from the Official Event Photography partner
- Access to Post-Event Wrap-Up Report

# Artist Marketplace - \$25,000 Sponsorship\*

## 1/RECOGNITION AS A PREMIER SPONSOR

## 2/FOOTPRINT

- 10'x20' space
- Prominent location in the Artist Marketplace
- Engagement with 100,000+ audience members over 5 days

## 3/BRANDING

Brand inclusion across Artscape's print and digital assets for an entire year in advance of the 2023 event

- Printed
- Digital
- Merchandise
- Advertising
- On-Site, including street banners, maps, digital kiosks, & staff t-shirts

*\*Festival organizers must preapprove onsite programming. The sponsorship fee does not include activation, building or fabrication costs.*

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## 4/RIGHTS & BENEFITS

### PRE-EVENT

- 4x dedicated brand story reel. Distributed on BOPA's and Artscape's IG and Facebook channels
- Featured editorial content in BOPA's e-newsletter and Artscape website
- Logo inclusion in Artscape e-newsletters and website throughout the event lifecycle
- Brand Recognition in nationally published press releases
- Logo displayed (by level) on event maps and other printed materials

### AT EVENT

- (2) VIP access for Executive staff
- Access to an on-the-ground festival docent for Executive Staffers
- Opportunity to include branded merchandise or materials in VIP swag bags
- Rights to use the Artscape name in proprietary digital and print campaigns

### POST-EVENT

- Access to photos from the Official Event Photography partner
- Access to Post-Event Wrap-Up Report



# Artist Marketplace - \$15,000 Sponsorship\*

## 1/RECOGNITION AS A EVENT SPONSOR

## 2/FOOTPRINT

- 10'x10' space in Artist Marketplace
- Engagement with 100,000+ audience members over 5 days

## 3/BRANDING

Brand inclusion across Artscape's print and digital assets for an entire year in advance of the 2023 event

## 4/RIGHTS & BENEFITS

### PRE-EVENT

- 1x dedicated brand story reel. Distributed on BOPA's and Artscape's IG and Facebook channels
- Logo inclusion in Artscape e-newsletters and website throughout the event lifecycle
- Brand Recognition in nationally published press releases
- Logo displayed (by level) on event maps and other printed materials

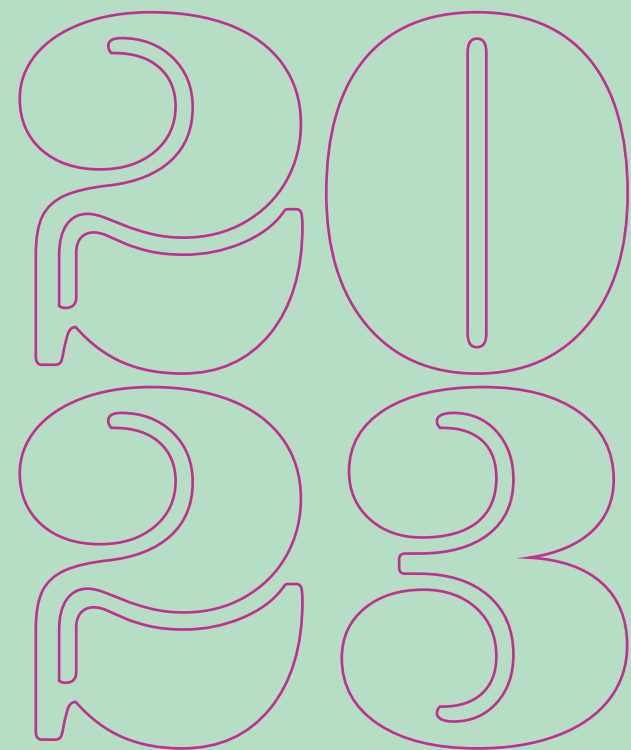
### AT EVENT

- Opportunity to include branded merchandise or materials in VIP swag bags
- Rights to use the Artscape name in proprietary digital and print campaigns

### POST-EVENT

- Access to photos from the Official Event Photography partner
- Access to Post-Event Wrap-Up Report

*\*The sponsorship fee does not include activation, building or fabrication costs.*



# Artist Marketplace - \$10,000 Sponsorship\*

## 1/RECOGNITION AS A EVENT SPONSOR

## 2/FOOTPRINT

- 10'x10' space in Artist Marketplace
- Engagement with 100,000+ audience members over 5 days

## 3/BRANDING

Brand inclusion on select Artscape digital assets for an entire year in advance of the 2023 event

## 4/RIGHTS & BENEFITS

### PRE-EVENT

- Logo inclusion in Artscape e-newsletters and website throughout the event lifecycle
- Brand Recognition in nationally published press releases

### AT EVENT

- Opportunity to include branded merchandise or materials in VIP swag bags
- Rights to use the Artscape name in proprietary digital and print campaigns

### POST-EVENT

- Access to Post-Event Wrap-Up Report

*\*The sponsorship fee does not include activation, building or fabrication costs.*

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# JOIN US:

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