

## 4th ANNUAL "EMERGING ARTIST EXPO" TITLE SPONSORSHIP

This is a unique opportunity to sponsor teens and young adults interested in the visual arts. Annual attendance for the festival is between 200 – 300,000 drawing visitors from across New York State and Canada, representative of a broad, upscale demographic with expendable income. As a Title Sponsor of the popular 4th Annual Emerging Artist Expo, your brand will be favorably associated with the young adult market!

### EMERGING ARTIST EXPO TITLE SPONSORSHIP

#### Includes:

- Naming rights:  
**"(Your Brand Here) 4th Annual Emerging Artist Expo"**
- 20' x 10' exhibit space adjacent to Emerging Artist area (high traffic location in front of the food court/main stage area)
- 8" x 10" sign at booth space
- Listing in the Corn Hill Arts Festival Guide (177,000 distributed)
- Listing on Sponsor Display Board(s)-Large A-frame at all major intersections
- Invitation to Poster Unveiling Press Party
- 2012 Commemorative Corn Hill Art Festival Plaque Poster & T-shirt
- Featured in press releases as the Title Sponsor
- Brand associated with Emerging Artist Expo (signs, banners, PR, ads, etc.)
- Ability to collect visitor contact information
- First option to continue title rights for the following year
- Other concepts or promotional ideas are open for discussion-please inquirer.

*NOTE: Tents and banners are the responsibility of each sponsor. Tents, tables and chairs can be arranged through the Corn Hill Arts Festival supplier-please inquire.*

### MEDIA SUPPORTING THIS EVENT

#### Past support includes:

- Major radio advertising campaigns, including live remote broadcasting from the festival
- Network TV stations coverage
- Time Warner Cable promotion
- Print publications – Daily, weeklies and special interest publications
- Extensive news coverage by all local TV stations

#### CONTACT:

**Elaine Lennox**, Sponsor & Media Relations Chair  
Archer Communications  
252 Alexander Street  
Rochester, NY 14607  
**Office:** (585) 461-1570 (ext. 227)  
**Fax:** (585) 461-5313  
**Cell:** (585) 292-0496  
**E-Mail:** [elennox@archercom.com](mailto:elennox@archercom.com)



Like us on  
**Facebook**

[www.facebook.com/CornHillArtsFestival](http://www.facebook.com/CornHillArtsFestival)

[www.cornhillartsfestival.com](http://www.cornhillartsfestival.com)