

CORN HILL'S 50TH ANNIVERSARY

Celebration



ART

FUN

MUSIC



50th Annual

CORN HILL
ARTS FESTIVAL

Presented by **ESL Federal Credit Union**

July
14 & 15
2018

To learn more visit: cornhillartsfestival.com



FOOD



MUSIC



FAIRY HOUSES TOUR

50th Anniversary Celebration!



Join the Corn Hill Arts Festival as we celebrate our **50th Anniversary** on July 14 & 15, 2018. This community supported event welcomes thousands of **visitors from across the region** to celebrate original arts and crafts, music, special events and delicious foods.

Consistently rated as a **top 200 Art Show in the US** by Sunshine Magazine, Corn Hill presents over 365 original artists in a variety of mediums. Visitors stroll through nine tree-lined streets in this beautiful, historic neighborhood, enjoying the arts and entertainment.

Be part of our **1969 Celebratory Revival Parade!**

Musical performances throughout the weekend from **four stages** entertain and delight with blues, jazz and rock sounds. **Beer and wine gardens** give people time to relax, enjoy the sights and sounds and taste regional specialty beers and wines. Delicious foods, including innovative **food truck delights** and “must have” festival fare make for a perfect day!

Families can enjoy this free event too. The 6th Annual Fairy Houses Tour brings the community together as they build and display over 50 natural, whimsical miniature home creations for all to see. A bit of magic encompasses the area as a fairy enchants children and adults. More fun for families includes climbing activities, bounce houses and a trackless family train!

The continued support of sponsors enables the Corn Hill Neighbors Association, a 501C3, NFP to extend its reach throughout the community assisting with **philanthropic projects**, Pac-Tac security, youth service and neighborhood projects which foster community cohesiveness.

Please take a moment to review our many sponsorship opportunities and choose the level of commitment to support this important community event. Your support helps to ensure that we continue to bring the community together in a positive way and **positions your brand as a force for good.**

We look forward to your questions. We **thank you** for your support and consideration of this event.
Sincerely,

Elaine Lennox

2018 Sponsor/Media Chair

Contact:

Elaine Lennox
2018 Sponsor/Media Chair

Mobile: 585-292-0496
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BEER & WINE GARDENS



ORIGINAL ARTS



FAMILY TRAIN

Festival Overview



Dates:

Saturday July 14 10am–6pm
Sunday July 15 10am–5pm

Location:

Situated in Rochester, NY’s historic Corn Hill neighborhood encompassing nine streets along the Genesee River.

Events:

- 1969 Celebratory Revival Parade
- 360+ Original arts & crafts exhibitors
- Four Stages with 26 musical performances
- 6th Annual Fairy Houses Tour
- 10th Annual Emerging Artists Expo

Attendance:

- Free admission
- Free bus shuttles
- Crowd estimates of 125,000+

Food & Beverages:

- Two Wine & Beer Gardens
- Wine tastings
- Food trucks & food court

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HUGE CROWDS



BRAND RECOGNITION



GREAT ROI

Sponsorship Benefits



Delivers a high-visibility sponsorship opportunity.

Customized level of engagement designed to fit your strategic marketing goals & deliver a positive ROI.

125,000+ visitors

Sophisticated consumers 25–54 years of age with discretionary income.

Dates:

Saturday July 14 10am–6pm

Sunday July 15 10am–5pm

Event is marketed via multi-media channels & includes a variety of support for sponsors:

- Customized engagement/footprint
- Exclusivity available
- Website logos and links
- Social media posts
- Print ads in regional publications
- Free parking
- Large on site A-frame poster boards with partner logos
- Official Festival Guide—sponsor logo (127,000 distributed prior to and during the event)
- On-site event support

The Corn Hill Neighbors Association, a non-profit organization, has over **200 volunteers** who work year-round raising funds to support the community. Admission to the Festival is free, so your sponsorship donation goes to neighborhood preservation, efforts to beautify and preserve this historic district, and to a variety of community programs that perform charitable activities.

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BRAND EXPOSURE



MEDIA SUPPORT



CONNECT WITH VISITORS

Sponsorship Opportunities



Corporate Sponsorship

Custom designed packages

- 10' x 30', or larger, exhibitor footprint if desired
- Company logo with link on www.cornhillartsfestival.com homepage
- Company logo in print advertisements
- Company logo on Festival signs (4' x 8'- A-frames at major intersections)
- Company logo in the 2018 Corn Hill Arts Festival Guide (supplement to City Newspaper with a circulation of 127,000)
- Mentions on Corn Hill Arts Festival's Facebook and Twitter
- Invitation to the 2018 Commemorative Poster Unveiling Event
- 2018 Commemorative placked poster and shirt
- Additional customized branding opportunities available

Major Sponsorship

Custom designed packages

- 10' x 20' exhibit space
- Company logo with link on www.cornhillartsfestival.com homepage
- Company logo in print advertisements
- Company logo on Festival signs (4' x 8'- A-frames at major intersections)
- Company logo in the 2018 Corn Hill Arts Festival Guide (supplement to City Newspaper with a circulation of 127,000)
- Mentions on Corn Hill Arts Festival's Facebook and Twitter
- Commemorative placked poster and shirt

Supporting Sponsorship

Custom designed packages

- 10'x10' exhibit space
- Company logo with link on www.cornhillartsfestival.com sponsor page
- Company logo in the 2018 Corn Hill Arts Festival Guide (supplement to City Newspaper with a circulation of 127,000)
- Commemorative poster and shirt

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STAGE



CHARGING STATION



STREET DECALS

Additional Sponsorship Opportunities

Stage Sponsorships:

Exclusive naming rights to one of four concert stages.
"Your Company Presents the name of stage"



Main Stage:

- Optional/additional footprint
- Customized announcements before & after each performance
- Ability to place a banner 10 ft. H x 28 ft. W on the main stage
- Ability to place Side Stage pole banners
- Color logo in print advertising
- Color logo and link on the Homepage and Entertainment page of Festival website
- Presenting sponsorship name on Entertainment section of the Official Festival Guide—127,000 circulation
- Color logo on # 8 Festival 4 ft. x 8 ft. A-frame signs at major intersections
- Color logo on two dedicated a-frames for the Main Stage
- Social media mentions on Facebook and Twitter
- Commemorative poster and shirts
- Right of first refusal for the 2019

#27 Atkinson St. Stage:

- Customized announcements before and after each performance
- 24"H x 48"W Banner

Avery Mall Stage:

- Adjacent to a Beer & Wine Garden/ table seating
- Main entrance to Festival (Bus drop off & pick up area)
- Customized announcements before and after each performance
- Ability to place a hanging banner 24"H x 108"W

Gazebo Stage:

Sold—Labatt Blue Light

Mobile Device Charging Station: (Major Sponsorship) \$4,500

- Fully customizable, branded and custom wrapped freestanding double sided charging unit
- 2— 20" video screens with your video messaging (vendor pre-loads supplied files)
- Charges all devices and has 12 inputs
- Includes 10' x 10' tent, set-up & take down
- Additional space available for company reps, information etc., tent
- You supply additional signage, video, logos, & tent if desired
- Located in Lunsford Circle, adjacent to the Labatt Blue Light Gazebo Stage, Beer & Wine Garden, and the ESL Federal Credit Union Hospitality area

Street Decals: (pricing per size)

- Full color, custom designed street decals
- Prime, heavy foot traffic locations available
- Installation and removal provided

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MEDIA SUPPORT



CONNECT WITH VISITORS

Sponsor Interest Form



YES, we would like the opportunity to exhibit at the 50th Annual Corn Hill Arts Festival, July 14 & 15, 2018 or would like to receive more information.

**Form is also available online at www.chafmedia.com/sponsor-interest*

2018 Main Contact: _____ Title: _____

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Have you previously exhibited at the CHAF? Yes _____ No _____ Year _____

Products or services to be exhibited:

- Demo
- Sampling
- Product/Service Display

Sponsor Interest Level:

- Corporate
- Major
- Supporting
- Stage
- Charging Station
- Street Decal

Booth Requirements:

- 10' x 10'
- 10' x 20'
- 10' x 30'
- Larger space required
- Electric
- Water

Comments:

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