

48th Annual
corn hill
arts festival
 July 9th & 10th 2016



Dear Potential Sponsor,



Regional Audience

Welcome to the 48th Annual Corn Hill Arts Festival, an incredible opportunity to enhance your brand through a **high-visibility sponsorship!**

Approximately **150,000+ sophisticated consumers** will converge Saturday, July 9 and Sunday, July 10, 2016 in Rochester, NY's historic Corn Hill neighborhood, to promote the creation of original art and encourage community cohesiveness. Not just another event, the Festival consists of:

- Over 375 juried Exhibit Artists booths
- Emerging Artists Expo which showcases young artists between the ages of 18-25
- Four stages of live music with 28 acts
- Two Beer and Wine Gardens
- Activities for children + The 4th Annual Fairy Houses Tour
- International Foods with Specialty Food Trucks
- Non-profit exhibitions
- Sponsor venues for both national and local companies



Huge Crowds

Sponsorship of the Corn Hill Arts Festival is an investment that **consistently delivers positive ROI**. Sponsors may choose from 3 tiers of involvement, and we assist you in creating a customized level of engagement that fits **your strategic marketing objectives.**

At the Corn Hill Arts Festival, Rochester's premier summer festival, you will **reach and engage upscale buyers and families** who value quality products and services. The primary consumers range from 25-54 years old, and they are upscale, family-oriented, suburban and urban **residents with discretionary income.**

The Festival is a juried show of over 375 original fine art and crafts exhibitors from the U.S. and Canada, and is continually ranked among the top art shows in the country. The Festival's longevity and **consistent high attendance** from throughout Western NY attest to the value and benefits of sponsorship. In 2016, we are welcoming back the *Fairy Houses Tour*, which attracted thousands of families to the Festival.



Brand Recognition

The Festival offers **event marketing via multi-media channels**, including an interactive website. In addition, sponsors receive exposure via print, online, TV and radio advertising, PR and a vibrant social media community, including Facebook and Twitter. Sponsorship gives your company multiple opportunities to make an impact on consumers and **expose your brand to thousands of people.**

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.

Partnering with the Corn Hill Arts Festival is a **win-win sponsorship opportunity** that can deliver a strong positive return on your company's investment.

I look forward to exploring how you can drive your brand's awareness at the **2016 Corn Hill Arts Festival.**

Elaine Lennox

Thank you!

Elaine Lennox

2016 Corn Hill Arts Festival Sponsorship/Media Chairperson
 Archer Communications, Inc.; Business Development



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Great ROI