

Bethesda Fine Arts Festival

Bethesda Arts & Entertainment District presents

150 artists • Live Entertainment • Bethesda Restaurants • 25,000 attendees

May 12, 2012, 10am - 6pm

May 13, 2012, 10am - 5pm

LOCATION: BETHESDA'S WOODMONT TRIANGLE

\$10,000 Sponsorship Opportunity

- Banners with sponsor logo posted on Wisconsin and Woodmont Avenues (50,000+ cars daily) two weeks prior to event.
- Promotional tent provided by the Bethesda Urban Partnership on event site. Additionally, BUP will work with the sponsor on additional product exposure opportunities.
- Sponsor logo in ads placed in Bethesda/Chevy Chase/Potomac/Kensington Gazettes AND The Washington Post.
- Sponsor logo on promotional postcards (15,000 qty.), event maps (8,000 qty.), posters (100 qty.).
- Acknowledgement of sponsor in BUP's April/May Calendar of Events (35,000 direct mail pieces).
- Sponsor Logo on Bethesda Fine Arts Festival volunteer T-shirts.
- Mention in all press materials disseminated several times beginning two months prior to event.
- Logo and direct link to Sponsor's Web site from Bethesda Fine Arts Festival Web page.
- Photos of sponsor/sponsor products from Bethesda Fine Arts Festival placed on 2012 BFAF Web page after the event.
- Recognition of sponsor in emails promoting festival.

\$5,000 Sponsorship Opportunity

- Promotional tent provided by the Bethesda Urban Partnership on event site.
- Sponsor logo in ads placed in Bethesda/Chevy Chase/Potomac/Kensington Gazettes.
- Sponsor logo on promotional postcards (15,000 qty.) and event day maps (8,000 qty.).
- Acknowledgement of sponsor in BUP's April/May Calendar of Events (35,000 direct mail).
- Mention in press materials disseminated several times beginning two months prior to event.
- Sponsor logo on BUP Bethesda Fine Arts Festival Web Page.

