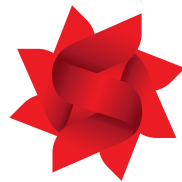


SEPTEMBER 13-15, 2024 • BUSH'S PASTURE PARK, SALEM



## Salem Art Fair & Festival

welcome

**WE ARE PLEASED TO INVITE YOU TO JOIN US** as a sponsor of this unique three day art and music event this September 13-15, 2024. This year is extra special as we are celebrating 75 years of the Salem Art Fair & Festival!

The Salem Art Association (SAA) is a nonprofit cultural organization dedicated to creating a vibrant Salem by actively engaging the community in the appreciation of the arts through exhibits, events, and arts education for youth and adults.

In 2024 SAA will celebrate 105 years of serving the region as its primary arts organization. For seven decades, SAA has been promoting tourism in Salem through a wide variety of art programs and events, including one of the largest community-building events of its kind in Oregon — the Salem Art Fair & Festival.

Since 1949 SAA has been presenting the annual Salem Art Fair & Festival to Salem residents and visitors. Art Fair will be held over the course of three days in mid-September at Bush's Pasture Park. As one of the largest art fairs in the Pacific Northwest, the Salem Art Fair & Festival has grown to be a mid-Willamette Valley tradition and an integral part of the region's cultural calendar, annually drawing **over**

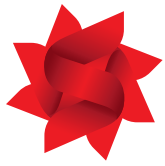
**20,000 people to Salem** from all over the U.S. and from countries as far away as Australia.

The Art Fair & Festival brings the community together to engage with the arts through a rich variety of venues:

- ❖ **Artists' Market Place** with over 200 local, regional and national participating artists.
- ❖ **Cultural Community**, a promotional platform for up to 25 Mid-Valley nonprofit cultural groups.
- ❖ **Children's Parade and Kid's Court** fostering creativity and participation for youth.
- ❖ **Entertainment Venue** featuring an enhanced line-up performances in addition to food, craft beers and wines.

We've prepared several levels of sponsorship and look forward to your participation. We're happy to discuss how your business or personal goals fit this signature community event. Thank you for your interest!

Laura Stein, Events & Membership Director  
Salem Art Fair & Festival



# Salem Art Fair & Festival

## PRESENTING SPONSORSHIP

\$20,000

**As the Presenting Sponsor** your company name and logo will be prominently associated with the Salem Art Fair & Festival. We will assist you in customizing your sponsorship to meet the needs of your business as well as your community relations objectives.

### Sponsor Benefits

- Exclusive sponsorship of the Art Fair & Festival
- 2024 SAA Gallery Exhibition Sponsorship
- Banner (provided by sponsor) display at the Art Fair & Festival
- Exclusive No. 1 poster signed, matted and framed
- Booth Space (20x20) including tent, 3 days at event
- Frequent recognition from Main Stage. Opportunity for an onstage interview.
- Logo on Main Stage banner
- Logo on Liberty Square Parkade banner
- Logo on all entrance banners
- Logo on sponsor page in event program and at the event
- Logo and link on SAA's 2024 website donor page
- Inclusion in major promo materials
- Inclusion in select social media
- Full-page ad in Art Fair & Festival event program
- 100 event entrance tickets
- 12 seats at the Opening Celebration on September 12
- 20 Household SAA memberships



## GOLD SPONSORSHIP

\$10,000

### Sponsor Benefits

- Host sponsor for one day of the Art Fair & Festival
- 2024 SAA Gallery Exhibition Sponsorship
- Booth Space (10x10) including tent, 3 days at event
- Frequent recognition from Main Stage. Opportunity for an onstage interview.
- Banner (provided by sponsor) display at the Art Fair & Festival
- Logo on sponsor page in event program and at the event
- Logo and link on SAA's 2024 website donor page
- Inclusion in major promo materials
- Inclusion in select social media
- Half-page ad in Art Fair & Festival event program
- 40 event entrance tickets
- 8 seats at the Opening Celebration on September 12
- 8 Household SAA memberships

## SILVER SPONSORSHIP

\$5,000

### Sponsor Benefits

- Booth Space (10x10) including tent, 3 days at event
- Frequent recognition from Main Stage.
- Banner (provided by sponsor) display at the Art Fair & Festival
- Logo on sponsor page in event program and at the event
- Logo and link on SAA's 2024 website donor page
- Inclusion in major promo materials
- Inclusion in select social media
- Half-page ad in Art Fair & Festival event program
- 20 event entrance tickets
- 6 seats at the Opening Celebration on September 12
- 6 Household SAA memberships

## BRONZE SPONSORSHIP

\$2,500

### Sponsor Benefits

- Verbal recognition from Main Stage
- Banner (provided by sponsor) display at the Art Fair & Festival
- Logo on sponsor page in event program and at the event
- Logo and link on SAA's 2024 website donor page
- Inclusion in major promo materials
- Inclusion in select social media
- Quarter-page ad in Art Fair & Festival event program
- 10 Event entrance tickets
- 4 seats at the Opening Celebration on September 12
- 4 Household SAA memberships





## PATRON SPONSORSHIP

\$1,000

### Sponsor Benefits

- Banner (provided by sponsor) display at the Festival
- Logo on sponsor page in event program and at the event
- Logo and link on SAA's 2024 website donor page
- Inclusion in select promo materials
- 6 event entrance tickets
- 2 seats at the Opening Celebration on September 12
- 2 Household SAA memberships

## FRIEND SPONSORSHIP

\$500

### Sponsor Benefits

- Banner (provided by sponsor) display at the Festival
- Logo on sponsor page in event program and at the event
- Logo and link on SAA's 2024 website donor page
- Inclusion in select promo materials
- 4 event entrance tickets
- 2 seats at the Opening Celebration on September 12th
- 1 Household SAA membership



**The Salem Art Fair & Festival is committed to working with your company.** We are offering special venue or activity-specific sponsorships for 2024. These sponsorships will be structured to meet the needs of your organization. Venues and activities available for sponsorship include but are not limited to: Children's Parade, Cultural Community and Stage, Salem Art Festival Main Stage, Kids Activity Area & Stage and new this year — featured performer sponsorships.

Please let us know what your specific goals & needs are for a customizable sponsorship package.

Signed, matted and framed posters are available for all sponsors. In an effort to reduce costs, please let me know if you would like to receive this perk.

[laura@salemart.org](mailto:laura@salemart.org) • [salemartfair.org](http://salemartfair.org) • 503-581-2228