

Bethesda  
*Fine Arts*  
Festival

May 11, 10am-6pm & May 12, 10am-5pm

**2019 SPONSORSHIP  
PROSPECTUS**





## FACT SHEET

- Dates:** May 11 & 12, 2019
- Times:** Saturday, 10am – 6pm  
Sunday, 10am – 5pm
- Where:** Bethesda, Maryland  
\*Norfolk, Auburn & Del Ray Avenues
- Admission:** FREE to attend  
\*Held rain or shine
- Produced By:** Bethesda Urban Partnership  
Bethesda Arts & Entertainment District
- What:** The Bethesda Fine Arts Festival, now in its 16<sup>th</sup> year, is held in downtown Bethesda, Maryland, a lively urban area renowned for restaurants, shopping, galleries and theaters. Bethesda, a state-designated Arts & Entertainment District, is located adjacent to Washington, D.C. and is one of the most renowned and affluent communities in the metropolitan area.
- The festival will once again welcome 130 of the nation's best artists to display and sell their original fine art and craft. The Bethesda Arts & Entertainment District advisory committee selects the artists and presents juried prizes. The event also includes live entertainment, Bethesda restaurants and a children's corner.
- Website:** [www.bethesda.org](http://www.bethesda.org)

## ABOUT US

### **Bethesda Urban Partnership**

Bethesda Urban Partnership, Inc. (BUP) is a non-profit organization established by Montgomery County in 1994. BUP promotes downtown Bethesda through innovative marketing campaigns and large-scale events as well as handles the landscaping and maintenance for the area.

Bethesda is home to numerous retailers, arts organizations, a thriving restaurant community and an expansive downtown workforce.

### **Bethesda Arts & Entertainment District**

The state of Maryland designated downtown Bethesda as an Arts & Entertainment District effective July 1, 2002 and re-designated again on July 2, 2012. Special tax incentives benefit artists, arts enterprises and developers that are located within the Bethesda Arts & Entertainment District.

The Bethesda Arts & Entertainment District, managed by BUP, produces high quality arts and cultural programming that benefits residents, businesses and tourists. The events highlight local artists, writers and performers and provide them a venue to show their work in the community. These programs attract nearly 1,000 artists and more than 30,000 attendees each year.

### **Festival Director**

Catriona Fraser, the Bethesda Fine Arts Festival Director, is a veteran of fine arts festivals for nearly two decades. She is an international award-winning photographer and owner of the Fraser Gallery.

### **16th Annual Bethesda Fine Arts Festival**

The Bethesda Fine Arts Festival attracts some of the best artists from throughout the United States and Canada, and draws more than 20,000 attendees per year.

Held along Norfolk and Auburn Avenues in Bethesda's Woodmont Triangle, the festival fills the streets with painting, ceramics, photography, sculpture, furniture and more.

## SPONSORSHIP DETAILS

### \$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 *The Washington Post Express* AND *The Washington Post*.
- Sponsor logo on promotional postcards (15,000 qty.), event maps (8,000 qty.) and posters (100 qty.).
- Acknowledgement of sponsor in BUP's April/May Calendar of Events (35,000 direct mail pieces).
- 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 2019 Bethesda Fine Arts Festival 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 *The Washington Post Express*.
- Sponsor logo on promotional postcards (15,000 qty.) and event day maps (8,000 qty.).
- Acknowledgement of sponsor in BUP's June/July 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.



# Bethesda Fine Arts Festival

