

Demographics*

Visitors to the Art & Apples Festival are highly selective, well-educated supporters of the fine arts. They are professional people who travel, dine out and entertain regularly. They are young families who are seeking family-friendly activities. The majority are Michigan residents, primarily from southeast Michigan and the Detroit region. The secondary group of festival visitors travel from other states; predominantly Ohio and Indiana.

- The Art & Apples Festival is located in Oakland County; the fifth wealthiest county in the US
- Art & Apples Festival patrons are affluent, educated and active purchasers of luxury goods
- 61% age 35-64
- 72% married
- 51% of Art & Apples Festival patrons have average household income of \$60 - \$100K
- 34% hold college or university degrees
- 21% have attended/completed post-graduate studies
- 21% are returning art festival patrons
- \$250 average art sale at the Festival
- \$5,000 average total individual sales x 275 artists = \$1.3 million in sales for the weekend

For additional information about the Art & Apples Festival, please call Ellen Hughes, Marketing Director at 248-651-4110 or email ehughes@pccart.org.

Visit www.artandapples.com for the most up to date information.

*Per 2006-2007 Oakland County Economic Outlook Report and Art & Apples Festival Patron Study compiled and analyzed 2000

Marketing Efforts

In an effort to continuously grow awareness and increase audience, the festival is proud to team with regional TV, radio and print media to offer festival partners over \$225,000 of media exposure.



Partner Amenities

- Overnight security Thursday through Saturday provided by Civil Air Patrol
- Electricity is available upon request
- On-site staff member available throughout weekend
- 24-hour on-site electrician
- Sponsor parking adjacent to Rochester Park
- And More!

Completing the 2010 Art & Apples Partnership Inquiry Form

Inserted into this informational brochure is an inquiry form for the 2010 Art & Apples Festival. Please complete and return to Ellen Hughes, 2010 Festival Partnerships. Mail, fax, or e-mail to:

Paint Creek Center for the Arts
Attn: Marketing Department
407 Pine Street, Rochester, MI 48307
Fax: 248.650.4757
ehughes@pccart.org

For more information about sponsorship opportunities, to request pricing or any other inquiries you may have, contact Ellen Hughes, Marketing Director at 248-651-4110 or email ehughes@pccart.org. You can also visit www.ArtandApples.com for the most up to date information.

THANK YOU FOR YOUR INTEREST IN THE 45TH ANNUAL ART & APPLES FESTIVAL

2010 FESTIVAL PARTNERSHIPS

45TH

Art & Apples Festival



Paint Creek Center for the Arts

Friday, Sept. 10

Saturday, Sept. 11

Sunday, Sept. 12

Voted Top 30
Fine Art Festivals
in the Nation!

ABOUT THE ART & APPLES FESTIVAL

Presented by Paint Creek Center for the Arts, the Art & Apples Festival is Michigan's second largest juried fine art festival with an average attendance of over 125,000 festival-goers and 250+ artists from across the country. The festival offers over \$225,000 in media exposure and showcases local and national entertainment on two music stages around the park. With a free Kids Creativity Zone and interactive Activity Zone, there is something for everyone to enjoy.

Reach over 125,000 Festival-goers and 60,000 homes by partnering with the 2010 Art & Apples Festival. The festival teams with several TV, radio and print media to offer over \$225,000 of media exposure throughout southeast Michigan. In addition, The Oakland Press and The Macomb Daily insert 60,000 event guides in newspapers the week prior to the festival.

Partnership opportunities range from basic marketing booths to premier and exclusive sponsorships and offer a variety of marketing benefits to meet your goals. We strongly believe in customization and welcome your ideas and creativity. We also entertain both cash and in-kind inquiries and highly encourage on-site participation during the three-day festival.

Liebler Group The Art & Apples Festival works with Liebler Group, a public relations firm located in Detroit.

To inquire further about any of the opportunities found within this brochure, please call Ellen Hughes, Marketing Director at 248-651-4110 or email ehughes@pccart.org.

THE
**OAKLAND
PRESS**
www.TheOaklandPress.com

The
**Macomb
Daily**

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PARTNERSHIP OPPORTUNITIES

2010 Partnership Opportunities | Levels & Pricing

PREMIER LEVELS

PRESENTING | Price Available Upon Request - Exclusive

For more information about the Presenting sponsorship, please contact Suzanne Wiggins, Executive Director, or Ellen Hughes, Marketing Director at (248) 651-4110.

MAIN STAGE | Price Available Upon Request – Exclusive

Musical acts, dancers and performers appear on the Main Stage in the park throughout the weekend. This level of sponsorship features a large-scale banner on the Main Stage with company logo, a customized press release by The Liebler Group, a ½ pg ad in the official Event Guide, name on full page sponsor ad in The Oakland Press and logo recognition on all website and related marketing material. Pricing available by calling Ellen Hughes, Marketing Director at (248) 651-4110.

ACTIVITY ZONE | Price Available Upon Request – Exclusive

The Activity Zone provides a unique hands-on experience at the Festival. This area has featured a rock climbing wall, basketball hoop shooting contest, skateboard designing, public art demonstrations, robots and interactive video games. This level of sponsorship features on-site signage, a customized press release by The Liebler Group, ½ pg ad in the official Event Guide, name on full page sponsors ad in The Oakland Press and logo recognition on all website and related marketing material. Pricing available by calling Ellen Hughes, Marketing Director at (248) 651-4110.

KIDS ART ZONE | Price Available Upon Request – Exclusive

A favorite of all kids who come to the Festival with their families, the Kids Art Zone features hands-on art activities for kids of all ages, kid-friendly musical acts, fun historical games and more. This level sponsorship includes on-site signage, name recognition in all related press releases by The Liebler Group, a ½ pg ad in the official Event Guide, name on full page sponsors ad in The Oakland Press and logo recognition on all website and related marketing material. Pricing available by calling Ellen Hughes, Marketing Director at (248) 651-4110.

SUPPORTING LEVELS

VOLUNTEER CREW | \$7,500 – Exclusive

Paint Creek Center for the Arts calls upon 400+ volunteers to help throughout the weekend in various activities such as artist care, set-up, parking, information, food ticket booths, kids activities and more. Their dedication is key to the success of the Festival. This level sponsorship includes the official Volunteer T-Shirt with your company logo featured prominently on the back, opportunity to provide the volunteers with promotional marketing items about your company, name recognition in all related press releases by The Liebler Group, a ½ pg ad in the official Event Guide, name on full page sponsors ad in The Oakland Press and logo recognition on all website and related marketing material.

SHUTTLE | \$5,000 – Exclusive

Paint Creek Center for the Arts provides shuttles for Festival-goers available Saturday and Sunday from Rochester High School at Livernois and University Drive to the Rochester Community House at Ludlow and University Drive. This level sponsorship includes 4 large-scale banners on each side of the two shuttles, ¼ page ad in the official Event Guide, name recognition in all related press releases by The Liebler Group, name on full page sponsors ad in The Oakland Press and logo recognition on all website and related marketing material.

MERCHANDISE | Price Available Upon Request - Exclusive

The Art & Apples Festival provides a unique opportunity and space in the park to one official festival merchandise vendor each year. This vendor is in charge of supplying all festival-related merchandise available for sale throughout the weekend. A 20'x20' booth is included and is located in a high-traffic location in the park. This sponsorship also includes a ¼ pg ad in the official Event Guide, name recognition in all related press releases by The Liebler Group, name on full page sponsors ad in The Oakland Press and logo recognition on all website and related marketing material.

PARK PATHS | \$3,000 – Exclusive

There are a number of paths throughout the park that take visitors around to all sections of the festival. This level would give your business the opportunity to have naming rights over the park paths as well as a 1/4 pg ad in the official Event Guide, name on full page sponsors ad in The Oakland Press and logo recognition on all website and related marketing material.

PARTNERSHIP OPPORTUNITIES

2010 Partnership Opportunities | Levels & Pricing (continued)

ESSENTIAL LEVELS

ARTIST DEMOS | \$2,000

Paint Creek Center for the Arts provides live demonstrations of people painting on canvas, throwing clay on the clay wheel, making fiber art, etc. in a tent at the festival. This level includes logo recognition as the Artist Demo sponsor, 1/8 pg ad in the official Event Guide, opportunity to provide marketing material inside the tent, name on full page sponsors ad in The Oakland Press and logo recognition on all website and related marketing material.

INFORMATION TENTS | \$1,500 – Exclusive

Paint Creek Center for the Arts provides festival-goers with two information tents featuring Event Guides, maps and information about the festival. This sponsorship features logo with signage on each of the information tents, 1/8 pg ad in the official Event Guide, business name in Event Guide, name on full page sponsors ad in The Oakland Press and logo recognition on all website and related marketing material.

ARTIST CARE | \$500 - \$1000 IN-KIND OR CASH

With over 260 exhibiting artists traveling from across the country, Paint Creek Center for the Arts finds that it is important to provide them with items to enhance their visit to the Rochester region. Items such as pre-packaged food bars, water, soda, etc., assist in making the festival weekend a success. This sponsorship includes 1/8 pg ad in the official Event Guide.

EVENT GUIDE ADVERTISER | \$300 - \$1,500

Get noticed in the official Art & Apples Festival Event Guide. Working with The Oakland Press and The Macomb Daily, 60,000 event guides are inserted in the newspapers 1-2 weeks prior to the festival weekend. Take advantage of this opportunity to gain exposure throughout Southeast Michigan.

FESTIVAL FRIEND | \$150 - \$750

Get your business name listed in the official Event Guide which goes out to 60,000 homes in Oakland and Macomb Counties.

ON-SITE MARKETING SPACE

20'x20' BOOTH | \$4,000

This level provides on-site booth space to market and promote your company's name and services to over 125,000 festival attendees over the weekend. Company spaces are placed in prime locations and electricity is available as requested. Company name and map location will be listed in the official Event Guide.

10'X20' BOOTH | \$3,000

This level provides on-site booth space to market and promote your company's name and services to over 125,000 festival attendees over the weekend. Company spaces are placed in prime locations and electricity is available as requested. Company name and map location will be listed in the official Event Guide.

WHEELS AROUND THE PARK PLUS | \$2,000 (one vehicle plus 10x10 tent space)

The Wheels Around the Park Plus partnership gives car dealerships space for vehicles in the park and space for a 10'x10' tent to display marketing materials and interact with festival-goers. One vehicle plus a 10'x10' tent space is \$2,000 with each additional vehicle at \$750. This level includes recognition on event guide map, opportunity for company employees to interact with festival-goers, name on full page sponsors ad in The Oakland Press and logo recognition on all website and related marketing material.

10'X10' BOOTH | \$2,000

This level provides on-site booth space to market and promote your company's name and services to over 125,000 festival attendees over the weekend. Company spaces are placed in prime locations and electricity is available as requested. Company name and map location will be listed in the official Event Guide.

WHEELS AROUND THE PARK | \$1,000 (per vehicle)

Car dealerships are invited to bring one or more vehicles (\$1,000 per) into the park to display throughout the weekend. This level includes a 10'x10' on-site space for one vehicle, location recognition on event guide map, opportunity for company employees to volunteer, name on full page sponsors ad in The Oakland Press and logo recognition on all website and related marketing material.

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