



## **Corporate Sponsorship Packages**

Thank you for your interest in sponsoring the annual Overlea ArtsFest visual & performing arts festival in Overlea, Maryland. ArtsFest is made possible by the generous support of local businesses and organizations who have made a commitment to the cultural development of our community.

We have multiple sponsorship levels to choose from, according to your preferred level of investment and desired marketing exposure. You may also choose a specific aspect of our event to subsidize, such as the Juried Artists' Prize Fund, the Educational Workshops, the Kids' Activities, and so on. A detailed listing of recommended sponsor packages is included in this document. Or feel free to suggest your own individual sponsorship plan that coincides with your company's unique brand. Since Overlea ArtsFest, Inc. is a 501c3 organization, your entire investment is tax deductible.

Please review the enclosed information, and contact our board president with your questions. We would be happy to meet with you to discuss your ideas and sponsorship objectives. It is our goal to work together with you and your company to cultivate a respectful and mutually beneficial relationship as our event grows, for years to come.

### **Overlea ArtsFest – Our Mission:**

To provide a voice and a platform for new and emerging artistic talent through an inclusive, evolving annual arts festival, and to unite families and community through enjoyment of the arts.

### Non-Discrimination Policy

Overlea ArtsFest, Inc. does not discriminate against any individual or group on the basis of race, color, creed, gender, religious background, nationality, culture, sexual orientation, income, education, handicap(s), age (provided that the person is at least as old as the minimum age of participation), political affiliation or other legally protected characteristic. The Overlea ArtsFest strongly encourages diversity and promotes equal opportunity on the Overlea ArtsFest Board, Committees, in its Juried Art & Film shows, its event Performers and Vendors, and in all its Activities.

## A Brief History

Overlea ArtsFest began in 2016, as the cherished dream of a handful of dedicated board members from the [Overlea Community Association](#). With a small grant from Baltimore County, the first ArtsFest committee designed the blueprint for an inclusive art event that would be both respectful to the artists and enjoyable for the community. They reached out to [Mark S. Sanders](#), local artist and experienced event organizer, to direct the focus of ArtsFest and act as its head curator. Thus, Overlea ArtsFest 2016 made its debut with a polish not often seen in first-time events.

The scope and professionalism of the festival was recognized with a special resolution award by Councilwoman Cathy Bevins in that first year. ArtsFest grew so quickly that it had to move to a larger venue for its 2018 event. 2020 brought notable changes for ArtsFest; in early 2020 it became a stand-alone 501c3 non-profit organization. And then during the pandemic when no other festivals were taking place, ArtsFest staged a week-long virtual art, music & film event that gained an international following. In 2021 it moved to its new home at [Holt Park & Center for the Arts](#).

Artists are never charged a fee to submit their work for our juried exhibitions, nor are they charged a commission on any work sold during the show, making ArtsFest a very “pro-artist” event. Attendance is FREE, as are the art and nature activities offered for kids and families.

Overlea ArtsFest is organized by a committed board (*see page 8*) of volunteers who work hard to create an event they would love to attend themselves.

The goal of ArtsFest is to reach out and connect groups, organizations and families through love of the arts, for the benefit of all. We welcome schools, students, art galleries, community leaders, artists and art lovers alike to join us in making Overlea and Northeast Baltimore a supportive place for the entire arts community.



Local artist & art teacher Eric Briscoe receives 1st, 2nd and 3rd place awards in 2D Illustration at ArtsFest 2017, the only time to date that an artist swept a category.

## **The Overlea ArtsFest 2023 Program**

Our 3-day festival will take place over the 2<sup>nd</sup> weekend in August, and will again feature a juried art show, a juried short film screening, art vendors, family art activities, music, and education for artists. Our festival program is still being assembled, but the initial outline is as follows:

### **FRI. AUGUST 11, 2023 – Art Show & Sale (by invitation)**

- 5-6 PM – Meet & greet with press/elected officials/sponsors - Holt Park grounds
- 5-8 PM – Juried Art Show & Sale - main house & art tent
- 5-8 PM – Art Silent Auction open - porch at main house

### **SAT. AUGUST 13, 2022 – Activity Day and Short Film Festival Evening**

- 11 AM-5 PM – Juried Art Show on display - main house & art tent
- 11 AM-5 PM – Art & Craft Vendors - along paved pathways in park
- 11 AM-5 PM – Art on the Trail displays & scavenger hunts - nature pathways in woods on park grounds
- 11:30 AM-4:30 PM – Kids & families Art Activities - picnic tables on park grounds and porch at nature cabin
- 11:30 AM-4:30 PM – Local Performers (including Josie Baltimore and theatrical performers) – throughout the grounds
- 8:30-9:30 PM – Juried Short Film screenings - amphitheater

### **SUN. AUGUST 14, 2022 – Workshop Education Day**

- 12 NOON-4 PM – Juried Art Show on display - main house & art tent
- 1-5 PM – Various workshops for artists of all ages - park grounds
- 3-5 PM – Artists pick up unsold art from juried show

Admission to ArtsFest to enjoy the performances, juried art & film shows and art activities is FREE, as is participation in the Sunday workshops. The popular Sunday educational workshop returns to ArtsFest this year, and addresses areas of artistic education we have identified as valuable to our developing artist community.

## Suggested Sponsorship Levels

As you can see from our multi-faceted event program, there are many wonderful elements to our arts festival that require planning and funding. We believe it is essential to reward our winning artists with prizes for their achievements. Website updates and flyer designs are needed, and materials must be purchased to create the displays and décor that give our festival a professional look. All funds received go directly toward these expenses, and our board staff is all volunteer. Choose your preferred investment level, and let us know which aspects of the event you would most enjoy sponsoring.

Below are our recommended sponsorship levels and some ideas for what each level can finance:

**\$500-\$750 – Contributing Sponsor** - can underwrite all materials for Kids' Activities and Art on the Trail displays; OR 3 days of still photography coverage

**\$1,000-\$1,450 – Educational Sponsor** - can underwrite the Sunday educational workshops

**\$1,000-\$1,450 – Marketing Sponsor** - can underwrite all website and marketing expenses including flyer/poster design & printing; OR the Creative Committee's expenses for design & creation of the event's theme décor

**\$1,500-\$2,000 – Artists' Prize Sponsor** - can underwrite the Artists' Prize Fund for all the visual art and short film 1<sup>st</sup> prize, 2<sup>nd</sup> prize and Curator's Award winners

**\$4,000-\$5,000 – Innovation Sponsor** - can underwrite the development of new opportunities for ArtsFest's expansion; includes collaboration with our development director, and ArtsFest board representation

**\$6,000-\$10,000 – Event Title Sponsor** - can underwrite the major expenses for the 3-day festival; includes ArtsFest board representation



ArtsFest 2020 Curator's award winner from 2D Abstract category, "Fluid 8" by Tanya Ziniewicz

**For your valuable sponsorship investment, you will receive the following considerations:**

**\$500-\$750 – Contributing Sponsor**

- Invitation to exclusive Preview Party and Art Show & Sale on Friday evening, August 11<sup>th</sup>
- Logo listed with live link on our Overlea ArtsFest website
- Logo on event flyer, poster & grouped on our social media 2+ times
- Logo on sponsors page of virtual program

**\$1,000-\$1,450 – Educational Sponsor**

- 2 Invitations to exclusive Preview Party and Art Show & Sale on Friday evening, August 11<sup>th</sup>
- Logo listed with live link on our Overlea ArtsFest website
- Logo on event flyer, poster, main event banner and 2+ dedicated social media posts
- ¼ page ad space in virtual program
- A single booth space for Saturday August 13<sup>th</sup>

**\$1,000-\$1,450 – Marketing Sponsor**

- 2 Invitations to exclusive Preview Party and Art Show & Sale on Friday evening, August 11<sup>th</sup>
- Logo listed with live link on our Overlea ArtsFest website
- Logo on event flyer, poster, main event banner and 2+ dedicated social media posts
- ¼ page ad space in virtual program
- A single booth space for Saturday August 13<sup>th</sup>

**\$1,500-\$2,000 – Artists Sponsor**

- 3 Invitations to exclusive Preview Party and Art Show & Sale on Friday evening, August 11<sup>th</sup>
- Larger logo listed with live link on our Overlea ArtsFest website
- Larger logo on event flyer, poster, main event banner and 3+ dedicated social media posts
- ½ page ad space in virtual program
- A single booth space for Saturday August 13<sup>th</sup>

**\$4,000-\$5,000 – Innovation Sponsor**

- 5 Invitations to exclusive Preview Party and Art Show & Sale on Friday evening, August 11<sup>th</sup>
- Prominent logo listed with live link on our Overlea ArtsFest website
- Prominent logo on event flyer, poster, main event banner and 4+ dedicated social media posts
- Full page ad space in virtual program
- A double booth space for Saturday August 13<sup>th</sup>
- A 10-foot banner dedicated to your company, displayed at sponsored location activity
- A position on the Overlea ArtsFest board to help develop new opportunities and infrastructure



### **\$6,000-\$10,000 – Event Title Sponsor**

- 6 Invitations to exclusive Preview Party and Art Show & Sale on Friday evening, August 11<sup>th</sup>
- Very prominent logo listed with live link on our Overlea ArtsFest website
- Very prominent logo on event flyer, poster, main event banner and 4+ dedicated media posts
- Full page ad space on page 2 of virtual program and mention on front cover
- A double booth space for Saturday August 13<sup>th</sup>
- Two 10-foot banners dedicated to your company, displayed at sponsored location activities
- All event marketing will state “Overlea ArtsFest, sponsored by your company name”
- Company video or commercial prominently displayed on our Overlea ArtsFest website and in our social media
- A position on the Overlea ArtsFest board to help develop new opportunities and infrastructure



Overlea Community mural painted by local artist and ArtsFest co-curator Kimberly King

## Organization Info

### Tax Exempt Status:

Overlea ArtsFest, Inc. is a 501c3 non-profit organization in good standing. Our EIN number is 84-4996323.

### Special Awards:

The scope and professionalism of the Overlea ArtsFest was recognized with a special resolution award by Councilwoman Cathy Bevins in 2016, its very first year.

### Website & Social Media:

- <https://overleaartsfest.org/>
- <https://www.facebook.com/OverleaArtsFest>
- Instagram: @overleaartsfest

### Contact:

Carol Stover, Board President & Sponsor Liaison - [president@overleaartsfest.org](mailto:president@overleaartsfest.org), 410.961.6293



Young attendee enjoying the free kids' art activities at ArtsFest 2018.



## Board of Directors & Committee Members

**Carol Stover**, President, Sponsor Liaison - 410.961.6293 [president@overleaartsfest.org](mailto:president@overleaartsfest.org)

**Mark S. Sanders**, Vice President, Visual Art Curator - 443.240.3522 [rustynailmark05@gmail.com](mailto:rustynailmark05@gmail.com)

**Sigourney Frazier**, Secretary/Treasurer, Short Films juror - 443.602.6283 [snlfraz@hotmail.com](mailto:snlfraz@hotmail.com)

**Mkawasi Mcharo Hall**, Short Films Curator - 202.378.7950 [mkawasi@yahoo.com](mailto:mkawasi@yahoo.com)

**Corey Grunert**, Marketing - 443.889.8088 [coreysale@gmail.com](mailto:coreysale@gmail.com)

**Judith Clark**, Development Director - 443.739.5288 [judclark@gmail.com](mailto:judclark@gmail.com)

**Kimberly King**, Creative Committee - 443.934.8530 [imagine55@verizon.net](mailto:imagine55@verizon.net)

**Cindy Czosnowski**, Volunteer - 443.435.0039 [cindy.bacon@comcast.net](mailto:cindy.bacon@comcast.net)

**State Senator Kathy Klausmeier**, Advisory Board Member - 410.841.3620 or 301.858.3620  
[katherine.klausmeier@senate.state.md.us](mailto:katherine.klausmeier@senate.state.md.us)

Bios and more info on our board members are available on our website at <https://overleaartsfest.org/about-artsfest>



Shakespeare actors from "Merely Players" present excerpts from Measure for Measure in Steampunk costume at ArtsFest 2021.