



# HELLO SPONSORS!

## The 8th Annual Waterloo Arts Fest Saturday, June 26, 2010 from 12-7pm!

What began as a small family event in the Beachland Ballroom parking lot in 2002 has quickly, yet organically, grown into a street-wide event along the main corridor of Waterloo Road. This burgeoning Arts and Entertainment District is home to an increasing number of like-minded small businesses and community members who, alongside Arts Collinwood, put the Waterloo Arts Fest together every year. The Arts Fest attracts a diverse and eclectic range of people. This year, we expect 10,000 visitors of all ages to spend the day engaging in the arts on Waterloo.

**Your sponsorship helps you reach this enthusiastic audience, and demonstrates your support for the arts and the community.**

This year, we are greatly expanding our marketing efforts in a variety of ways:

- In April, we begin distributing 10,000 Save the Date cards across Greater Cleveland.
- A minimum of 6 press releases are going out to all local arts and entertainment print publications and blogs.
- Print ads will appear in key neighborhood and arts and entertainment publications, including Cleveland Scene, Cleveland Magazine, The Collinwood Observer, and the Bratenahal Lamplighter, within the 6 weeks before the Fest.
- PSAs will be read on local college radio stations: WCSB 89.3fm, WRUW 91.1fm, and WJCU 88.7fm.
- We continue expanding our website at [www.WaterlooArtsFest.com](http://www.WaterlooArtsFest.com), which had 20,000 casual visitors last year.
- An email newsletter keeps attendees informed of all of the great things happening.
- 2 weeks before the Fest, 10,000 full-color flyers will be distributed throughout the city.
- E-mail blasts go to more than 10,000 names via our own and our partners' lists
- Our Facebook page attracts thousands of additional fans
- A billboard on I-90 is viewed by 113,000 motorists each day

Sponsors make the fest possible, and we make it our goal to acknowledge that support! Sponsor company logos are featured prominently on signage and event material throughout the Fest. Not only does contributing to the Waterloo Arts Fest show the public that your excellent company supports the arts, your contribution benefits Arts Collinwood's ongoing community and arts education programming. We truly couldn't make the Fest happen without you, and hope you will partner with us this year to make 2010 the best year yet!





## SPONSOR CONTACT INFO:

Name: \_\_\_\_\_  
Title: \_\_\_\_\_ Company: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Website: \_\_\_\_\_

## SPONSOR COMMITMENT (please check all that apply)

- \$100 FEST BUDDY!
- \$250 FEST WINNER!
- \$500 FEST CHAMPION!
- \$1,000 FEST EXTRAORDINAIRE!
- \$2,500 FEST SUPER HERO!
- OTHER AMOUNT: (please specify) \$ \_\_\_\_\_
- OTHER DONATION: (please describe) \_\_\_\_\_

## LOGO INFORMATION

In order to acknowledge your sponsorship, we need a hi-res digital file of your business or organization's logo. Please send files to Melanie at: [festcoordinator@artscollinwood.org](mailto:festcoordinator@artscollinwood.org). Black and white and full color versions are preferred in EPS format, and as large as possible (300dpi minimum). You may also mail us a high quality image of your logo to scan if no digital files are available.

### PLEASE CHECK ONE OF THE FOLLOWING:

- I would like my business to be publicly acknowledged for supporting the Waterloo Arts Fest, and I am emailing or mailing my logo to Arts Collinwood.
- I do not need my business to be publicly acknowledged for supporting the Waterloo Arts Fest, so I am not providing a logo to Arts Collinwood.

Your Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please send this form with your tax-deductible donation to: **ARTS COLLINWOOD/Waterloo Arts Fest, 15605 Waterloo Road, Cleveland, OH 44110.**

Call Arts Collinwood at (216) 692-9500 for more information.

***Your sponsorship begins when we receive your donation!***

***THANK YOU FROM ALL OF US AT ARTS COLLINWOOD!***

