

Sponsorship Prospectus 2024



Contact us today for
**Sponsorship
Opportunities!**

artsfest@wwlcchamber.com

440-942-1632

WilloughbyArtsFest.com

Willoughby Western Lake County
Chamber of Commerce
28 Public Square,
Willoughby, OH 44094

Fact Sheet

Date: Saturday, July 20, 2024

Time: 10:00am – 5:00pm

Location: Throughout the streets and in
Wes Point Park in Downtown Willoughby

What: Over 100 juried artists exhibiting
work from various visual art genres.

Live musical performances in the gazebo
and various locations throughout the festival.

Local food and drink from food trucks,
vendors and restaurants.

Kid's Studio – where budding artists can
create works of their very own.

Auction Tent – bid to win unique selections
from many of the participating artists.

Attendance: 7,000+

Admission: Voluntary donations appreciated

Hosted By: Willoughby Western Lake
County Chamber of Commerce



Why Support the Willoughby ArtsFest?

- Be a positive influence supporting the continuing effort to bring attention to Arts & Culture in our area
- Help ensure the Chamber can sustain, grow and continue to support small businesses and the communities of Western Lake County
- Broad exposure in various media outlets that reach your audience
- Align your brand with one of the most respectable and long-standing events in Lake County
- Increase tourism to, and business in Lake County
- Aid in event growth for the 33rd year of this amazing event

Attendee Demographics

60% Female 40% Male

Age Range: 55-64: 42%,
45-54: 18%, 25-44: 19%,
18-25: 5%

52% College Grads/Postgrads

52% Annual Income \$75,000+

26% Annual Income \$50,000+

70% spent 3 or more hours
at last year's ArtsFest



ArtsFest
Facebook
Stats

- Primary Demographic: Women 35-44 and 45-54 (42%)
- Over 83,803 unique Facebook users reached 141,560 website page visits
- 1,500+ video views the day of the ArtsFest



2024 Sponsorship Packages

Packages <small>(subject to change)</small>	Friend of the Arts \$250	Bronze Sponsor \$500	Silver Sponsor \$1,000 <small>\$1,200 for non-members</small>	Gold Sponsor \$2,500 <small>\$2,700 for non-members</small>	Platinum Sponsor \$5,000 <small>\$5,200 for non-members</small>
Booth Space	—	—			
Event Posters					
ArtsFest Website					
Digital Show Guide/Map					
Sponsors Banner x2					
Chamber Emails/Newsletters					
ArtsFest Facebook Page					
ArtsFest FB Event Page					
ArtsFest FB Promo Post					
Chamber FB Promo Post					
Mimi's Magazine Ad					
Erie Street Banner					
EXCLUSIVES ▶					

Category Exclusive Sponsorships available to \$5,000 (Platinum Sponsors)
Category examples: Auto Dealer, Hospital, Bank, Real Estate, Construction, Landscape, etc.

“The Willoughby ArtsFest is a premier event bringing together communities throughout Northeast Ohio. ERIEBANK is a proud sponsor and truly appreciates the opportunity to partner with the WWLCC in its mission to serve the thousands of visitors in attendance and the many talented artists. The ArtsFest is a can’t miss event every year and is a true asset to the City of Willoughby and the region as a whole.”

— Kristi Komara, ERIEBANK, ArtsFest Sponsor

Media Sponsorships

Media sponsors are the life-blood of the Willoughby ArtsFest. Trade agreements will be made with local media outlets (newspapers, magazines, radio and television) that help to promote this year’s ArtsFest.

Exclusive Focal Point Sponsorships

Tie your brand to one of these ArtsFest popular and heavily trafficked areas – \$1,500. each

Kid’s Studio

Music Gazebo

Auction Tent

You’ll get an exclusive “naming rights” with your logo on a banner in/on the area, and a table for your marketing materials.



Sponsorship Form 2024

Please complete, designate your sponsorship level and return to the Willoughby Western Lake County Chamber Office, 28 Public Square, Willoughby, OH 44094 or email to ArtsFest@wwlcchamber.com.

Company Name: _____

Company Address: _____

Contact Person: _____

Email: _____ Phone: _____

Select Sponsorship Level:

Friend of the Arts Sponsor \$250

Bronze Sponsor \$500

Silver Sponsor \$1,000 \$1,200 for non-members

Gold Sponsor \$2,500 \$2,700 for non-members

Platinum Sponsor \$5,000 \$5,200 for non-members

Exclusive Focal Point Sponsorships

Tie your brand to one of the ArtsFest's heavily trafficked areas

Kid's Studio

Auction Tent

Music Gazebo

\$1,500 each

Amount: \$ _____ Method of Payment: Check enclosed Credit Card Invoice Me

Credit Card (number): _____ Exp. Date: ____ / ____ / ____

Name on the card: _____ CVV Number: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Signature of Cardholder: X _____

