



## 2025 Sponsorship Opportunity

The 17<sup>th</sup> annual Sunset Valley ARTFEST, to be held on Saturday, April 26, 2025, is a celebration of the arts hosted by the City of Sunset Valley. Businesses and organizations are offered unique sponsorship opportunities to associate with the popular family-oriented event and engage attendees from Sunset Valley, Austin, and all-over Central Texas. ARTFEST is presented free to the public.

As in years past, the well-organized, daylong festival will be held at the Toney Burger Center in Sunset Valley. The open-air festival last year had over 8,000 attendees who enjoyed popular live music performances and 120 art and food vendors. In addition to the large main stage and avenues of art vendors, there is a separate area for family and children's fun and interactive activities including a music stage. A fun-filled day is guaranteed for all ages!

ARTFEST is a special environment for sponsors to enhance visibility and image. People feel good about and are inclined to support brands invested in benefitting their community. In addition to generating good will, sponsors can reach and meet their audience, develop lists, and hand out literature. ARTFEST marketing allows broad social media exposure in the period leading up to and after the event.

Our sponsorships in 2024 yielded satisfaction for sponsors, such as Central Market Westgate, Doc's Backyard Grill, Anderson Windows, Becher Orthodontics, Leaf Filter, FBFCU, WellMed, Ghoshal Law, and TexaScapes. ARTFEST 2025 can do the same for your business.





# Sponsor Levels

## \$5,000 Festival Partner

- Sponsor banner at main stage
- Logo placement and mentions on radio, event website, cross promotion on social media, and print ads
- Two well placed 11x11 booth spaces
- Stage announcements promoting sponsor
- 6 Free event T-Shirts

## \$2,000 Rhythm & Muse

- Logo placement at both main and children's stages
- One 11x11 booth space
- Stage announcements promoting sponsor
- Cross promotion on social media
- 4 Free event T-Shirts

## \$1,500 Adventure Build

- One 10x10 booth in the build area
- Logo banner in build area
- Cross promotion on social media
- 2 Free event T-shirts

## \$1,000 Artisan Patron

- Logo placement at event entrances
- Stage announcements promoting sponsor
- Cross promotion on social media
- 2 Free event T-Shirts

## \$500 Inspiration Innovator

- Logo on entrance banners
- Stage announcements
- 1 Free event T-Shirt

### Contacts:

Karen Medicus, Arts Commission  
[arts@sunsetvalley.org](mailto:arts@sunsetvalley.org)  
[www.sunsetvalley.org/artfest](http://www.sunsetvalley.org/artfest)

Kaitlyn Neal, Communications  
and Event Coordinator  
[kneal@sunsetvalley.org](mailto:kneal@sunsetvalley.org)

*Let's discuss any special needs you may have.*

**Deadline for sponsorships March 1, 2025**

### Make payments to:

**City of Sunset Valley – ARTFEST**  
3205 Jones Road  
Sunset Valley, TX 78745





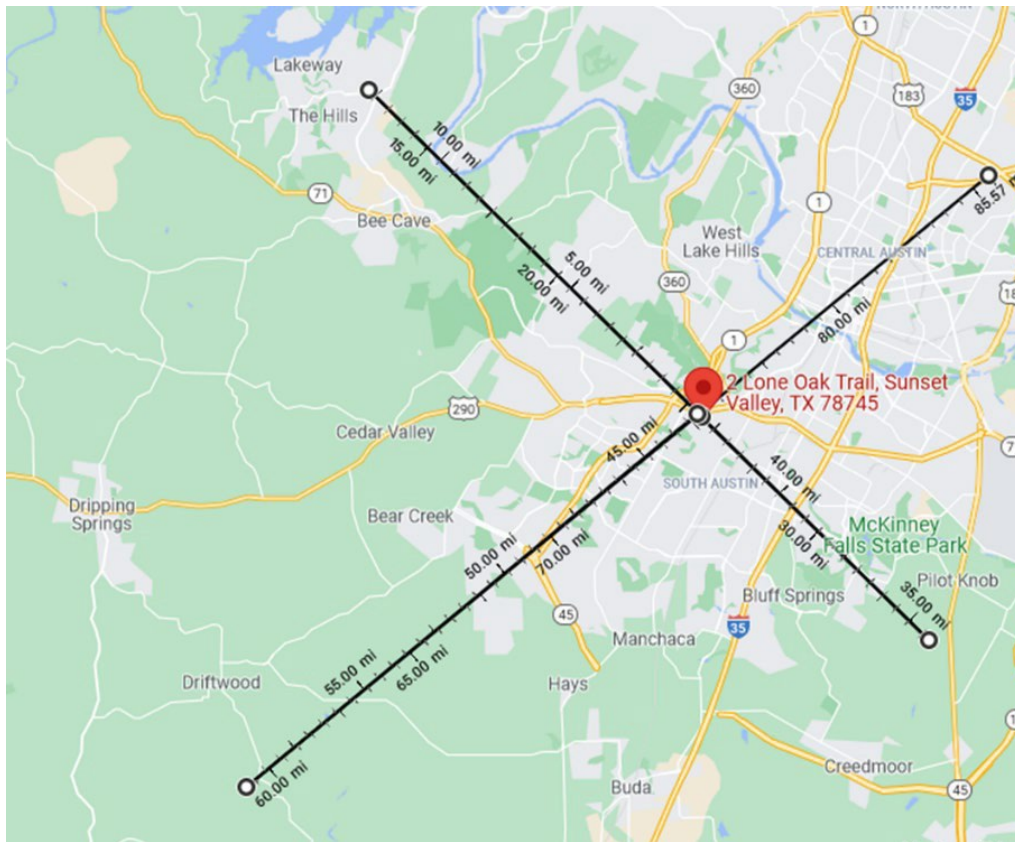
## April 2024 Highlights

Attendees: Over 8,000      Vendors: 120

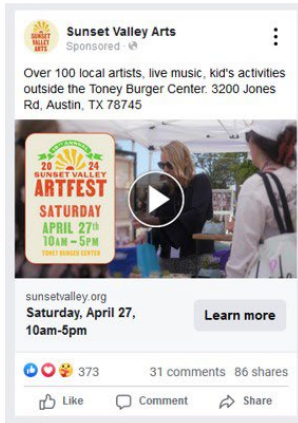
### Media Impact:

The paid advertising campaign for the 2024 event used an omni-channel strategy targeting likely attendees within a 10 mile radius of the City of Sunset Valley. The campaign incorporated high exposure print, out of home, radio, digital and social media channels.

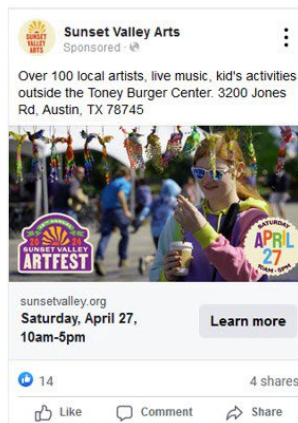
Clicks to Website – 13,346      Impressions – 1.8M+      FB/IG Engagements 58K



# META TOP ADS



Video  
1.66% CTR  
29.98% Eng Rate



Sunglasses  
2.05% CTR  
2.50% Eng Rate



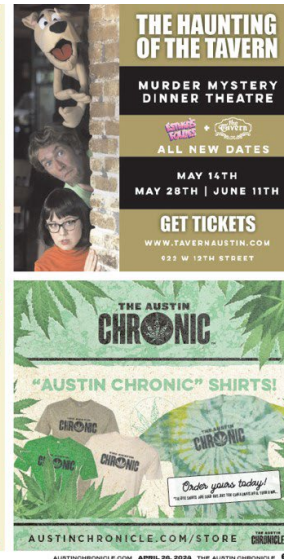
Musician  
1.95% CTR  
2.43% Eng Rate

# NON DIGITAL TACTICS

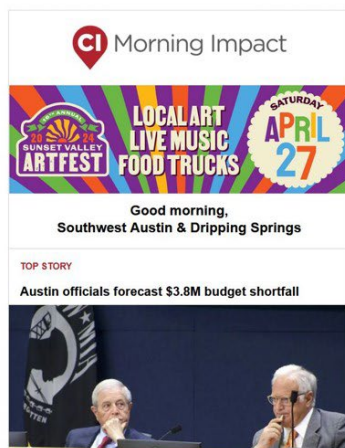
Austin Chronicle 1/2H Print Ad

Over The Street Banners – Westgate, South Lamar

Austin Chronicle



# SCREENSHOTS



Community Impact eNewsletter



Austin Chronicle eNewsletter