



October 27, 28 & 29

Celebrating the Fine Arts on South Main

Directors

Lee Askew III
Eli Cloud
Dan Flick
Denise Ford
Angela Less
Chuck Mitchell
Kelley Morice
Bonnie Thornton
Carol Watkins

Steering Committee

Suzanne Allen
Annette Askew
Ben Avant
Lisa Brown
Eric Cloud
Ellen Hornyak
Liza Kirk
Rene Lee
Denny McGivern
Debby Mirda
Kelley Morice
Barry Owen
Michelle Repass
Rollin Riggs
Mindy Rice
Lynn Russell
Mark Sehnert
Peggy Seessel
Mary Sexton
Lisa Taylor
Tom Wilson

Howard Stovall, REG

Festival Artists

Ted Faiers 2016
Jeanne Seagle 2015
Chuck Johnson 2014
Annabelle Meacham 2013
Jeni Stallings 2012
Dolph Smith 2011
Jimpie Ayres 2010
John Robinette 2009
George Hunt 2008

Questions

Lee Askew 901.278.6868

March 6, 2017

Mr. Jim Boyd
Pyramid Peak
Tower Two, Suite 710
6410 Poplar, City, 38119

Dear Jims:

2016 was our 10th Anniversary and what a phenomenal year it was! Since our first festival in 2007, we have expanded our mission to cultivate, promote and encourage the visual and performing arts. Again this year we will offer 170 visiting artists and 40 musical performances on three stages. But equally as important as our festival is our **work in the community**. This includes bringing art back in our schools and other educational initiatives:

- **Art scholarships**---\$12,500 in 2016 to worthy students at LeMoyne-Owen College, Memphis College of Art, University of Memphis, Christian Brothers University and Rhodes College. We hope to increase this amount in 2017.
- **Sending our artists into local schools to work with students of all ages and abilities free of charge.** Each year, approximately **1,600 students** interact with noted artists like George Hunt and Dolph Smith through our **Art in the Making** program in schools like Rozelle, Evans, Whitehaven, Snowden, Colonial Middle, Wooddale Middle, Overton High, East High, Whitehaven High and Arlington High.
- **Funding Art Projects in local public schools through our Art Resource Fund.** This is funding for special art projects. Teachers make the request and we review and approve them. This year we will fund art projects in our local schools totaling \$10,000.
- **Inviting children and their families from our local schools to the festival.** We provide **2,500 free admission tickets** to encourage students and their parents to come to the festival to see how art is created and celebrated!
- **Supporting established art programs** in our community like Stax Academy, Levitt Shell, and MCA and Brooks. RiverArtsFest sponsors many art related activities in our city.

2017 is going to be another great Festival and I hope we can count on your support!

Your gift will be most appreciated! I attach our 2017 Sponsor Prospectus for your review. Contributing to RiverArtsFest is a great way to support not only the arts, artists and arts education but the economic growth and cultural vibrancy of our city. We are a 100% volunteer organization. **Thank you in advance for your support.**

See you at the festival!

Lee Askew
Director for Development



SPONSORSHIP PROSPECTUS

2017 FESTIVAL DATES & TIMES

Friday, Oct. 27, 6pm – 9pm – (Huling to Central Station)

Saturday, Oct. 28, 10am – 6pm (Huling to Webster)

Sunday, Oct. 29, 10am – 5pm (Huling to Webster)



INTRODUCTION

2017 is our Eleventh Anniversary! Since 2007, **RiverArtsFest** has hosted hundreds of nationally renowned artists and thousands of Mid-Southerners to celebrate the fine arts on the streets of South Main, the heart of the historic **South Main Arts District**. Our visitors will experience art in all its forms while enjoying the galleries, museums, shops and restaurants of the area.

ABOUT US

RiverArtsFest is a non-profit, 501C3, festival run by volunteers. At festival time, more than 350 volunteers help put on this festival. All proceeds go to promoting the arts in our community by providing art scholarships, Art Resource Funds to teachers in our public schools, free admission to students and their families, and bringing art into Shelby County Schools.



Every year RiverArtsFest receives rave reviews from the media, exhibitors and visitors alike. Our festival has grown to include South Main from Huling to Webster featuring over 180 art exhibitors, three Stages with 40 different musical offerings and great festival food.

OUR MISSION

To cultivate, promote, encourage and develop public appreciation and support of the visual, performing, and culinary arts for the benefit, education and enjoyment of the citizens of Memphis and surrounding communities in the Mid-South.



FUNDING

Funding comes from a modest admission fee, sponsors, donors, grants and exhibitor booth fees. Without any full time staff, we rely on volunteers for the planning and execution of this festival and we operate in a very cost effective manner. Our long-time goal has been realized: **a vibrant fine arts festival for Memphis!**

**“more fine
original art
than you
can shake
a stick at”**

But the RiverArtsFest could not happen without the support of our sponsors and donors. This can be an exciting opportunity for you to get involved whether your goal is corporate promotion, civic pride, recognition as a supporter for the arts, or all of these. In the attached materials, you will find suggested levels of sponsorship. **Please choose a level of support** that is right for you and help us put on this amazing fine arts festival. Thanks



“bought a painting and ended up dancing in the street”

FESTIVAL HIGHLIGHTS

- **Festival Artist and Poster Unveiling:** Each year we select a local artist to create a collectable piece of art for the festival. This original painting will be unveiled at our Poster Launch Party held in June. A signed and numbered poster of their work will be available at this unveiling, during the festival and throughout the year.
- **Invitational Art Exhibit:** Our Invitational Art Exhibit is held in early October in the gallery at ANF Architects. This exhibit features fine art from our festival artist as well as work from 5 other local artists.
- **Juried Artist Market:** Selected from over 350 applications, a variety of fine artists are chosen to participate in RiverArtsFest. 180 artists are selected and their work includes paintings, glass, photography, ceramics, wearable art, toys, metal and jewelry.
- **Three Festival Stages,** featuring over 40 live performances offering a wide variety of music and dance including Jazz, Blues, Folk, Salsa, Latin, Jug, R & B, Big Band, Country, Dance and Gospel.
- **Strolling Musicians and Performers:** Impromptu entertainment, mimes, banjo pickers, balloon artists, roving the festival to everyone's delight.
- **Hands on Art** will provide a creative outlet for the young at heart to explore their creative energies in a fun & safe outdoor setting.
- **The Beer Garden:** Located to the heart of the festival with a great view of the main stage, the beer garden has been expanded to allow 60 festival goers a place to enjoy a beverage while listening to music.
- **The Preview Party,** located in a large tent at S. Main and GE Patterson, kicks off RiverArtsFest on Friday night from 6 to 9 pm. Reserved for our Sponsors and Donors, this great party offers food, drink, and a great place to view the Festival Headliner. Attendees will also have a preview of the work of 80 Artist Market booths open Friday night.
- **Artist at Work** demonstration area on St. Paul will feature the work of 16 local artists, creating works of art while interacting with the public. A great area for all to see how art is created by each of our guest artists.
- **A VIP Hospitality Area** for our sponsors and their guests will provide information about the festival, seating, food, drink and indoor toilets.
- **Art in the Making** will take our Artists into **10 Memphis City Schools** to work with students and their teachers, showing them how art is created and what a career in the visual arts could mean. 2,500 free admission tickets are given to these students and their families.
- **Special Exhibits** celebrating the RiverArtsFest will be shown in many of the local galleries, restaurants on South Main and Huling.

How can you be a part of all this? By being a sponsor at any one of the levels listed on the following page...

2017 SPONSORSHIP LEVELS



Presenting Sponsor *Orion FCU* **\$20,000**

- Lead Sponsor for the festival: "Presented By" used in all media
- Name on all Festival Entry Tents as Presenting Sponsor
- Recognition & large sign at Opening Night Party & VIP Tent
- 30 VIP wristbands: Preview Party, Admission both days, VIP Room
- 30 VIP parking passes: Good for one day
- 6 festival T-Shirts & 6 signed and numbered Festival Posters



Artist Market Sponsor *Available* **\$12,000**

- Recognition on all Artist Market Booth signage
- Two Large Banners with Sponsor Name over the Artist Market
- Listed in all Media Ads, Billboards, Flyers, Shop Posters
- 20 VIP wristbands: Preview Party, Admission both days, VIP Room
- 20 VIP parking passes: Good for one day
- 5 festival T-Shirts & 4 signed and numbered Festival Posters



FireHouse Stage Sponsor on Butler *Hyde Family Foundation* **\$8,000**

GE Patterson Stage Sponsor *Downtown Memphis Corporation*

Webster Stage Sponsor *Heavy Machines*

Art in the Making Sponsor *ArtsFirst*

Discretionary Art Funding for City Schools *Anonymous*

Friday Night Preview Market *Available*

- Recognition & Signage at Stage/ Event
- Listed in all Media Ads, Billboards, Flyers, Shop Posters
- 12 VIP wristbands: Preview Party, Admission both days, VIP Room
- 12 VIP parking passes: Good for one day
- 4 festival T-Shirts & 2 signed and numbered Festival Posters



Artist at Work (Art Demonstrations on St. Paul) *AutoZone* **\$5,000**

Preview Party Sponsor (Friday, Oct. 27th) *Available*

Hands on Art (Children's Art) *The Art Center*

Ecology Sponsor *ServiceMaster by Stratos*

Festival Poster *The Juice Plus Company*

The Webster Food Court *Available*

The Butler Food Court *Available*

- Recognition & Signage at Event
- Listed in all Media Ads, Billboards, Flyers, Shop Posters
- 8 VIP wristbands: Preview Party, Admission both days, VIP Room
- 8 VIP parking passes: One day only
- 3 festival T-Shirts & 2 signed and numbered Festival Posters



Invitational Art Show in ANF Gallery *Bass Berry Sims* **\$3,000**

Program (Handed out) at the Festival *New Horizons Learning Centers*

Volunteers Sponsor *Lannigan Storage*

Juried Art *The Marston Group*

The Retail Store *ANF Architects*

The RiverArts Bar at Webster *Available*

The Beer Garden *Available*

The RiverArtsFest Bar at GEP *Gary Wunderlich*

Strolling Musicians *Available*

- Recognition & Signage at Event
- Listed in all Media Ads, Billboards, Flyers, Shop Posters
- 6 VIP wristbands: Preview Party, Admission both days, VIP Room
- 6 VIP parking passes: One day only
- 2 festival T Shirts & 1 signed and numbered Festival Poster

**"an ample
sufficiency
of great art,
music, food
and fun"**



FUNDING

Funding comes from a modest admission fee, sponsors, donors, grants and exhibitor booth fees. Without full time staff, we rely on our volunteers for the planning and execution of this festival, and we operate in a very cost effective manner. Our goal has been realized: **a vibrant fine arts festival for Memphis!**

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Thanks in advance and see you at the festival!

BENEFITS TO OUR SPONSORS

- Recognition that you are a supporter of the arts
- Invitation to all events, parties, and receptions
- Regional and local media exposure
- Recognition on our website: riverartsmemphis.org
- Free Tickets for entry into the Festival
- Free tickets to the Preview (Opening Night) party
- Admission into the VIP Hospitality room
- Use of the VIP tent for your clients, staff, customers
- Tax Deduction: We are a 501c3 organization
- Secure Parking in the VIP reserved parking area
- Posters, T-Shirts and Ball Caps for your employees & clients
- Recognition on Festival Signage and at the Opening Night Party
- **Satisfaction in knowing that you are helping the arts in our city**

Directors

Lee Askew III
 Eli Cloud
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 Denise Ford
 Angela Less
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 Kelley Morice
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 Carol Watkins

Steering Committee

Suzanne Allen
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 Liza Kirk
 Eric Cloud
 Tim Dirmeyer
 Ellen Hornyak
 Renee Lee
 Angela Less
 Jeff McMillen
 Denny McGiven
 Debby Mirda
 Barry Owen
 Michelle Repass
 Mindy Rice
 Rollin Riggs
 Lynn Russel
 Mark Sehnert
 Peggy Seessel
 Mary Sexton
 Howard Stovall REG
 Lisa Taylor
 Tom Wilson

CONTACT US:

Sponsorships can be tailored to fit your specific need – just ask. For questions about sponsorship call:

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- Lee Askew 901 278-6868 lee@anfa.com
- Peggy Seessel 901 767-0391 pseessel@gmail.com
- Barry Owen 901 683-7251 bsowen592000@yahoo.com
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