

THE 62ND ANNUAL OLD TOWN ART FAIR 2011 SPONSORSHIP OPPORTUNITIES

Partner with the Old Town Triangle Association, producers of the Old Town Art Fair, recently voted by *American Style* magazine as one of the top 10 fairs and festivals in the country. Each second weekend in June, 50,000 guests visit the charming, tree-lined streets of the city's historic Triangle District to enjoy the work of 260 nationally acclaimed artists. The desirable demographics of the Old Town Art Fair are obvious as the majority of attendees are 30 to 50 year old residents of Chicago's affluent Northside.

Additionally, the fair traditionally draws entire families, making this an annual family must-do event. Sponsor participation in the Old Town Art Fair offers a unique way to deliver your brand message to this appealing audience in an upscale, relaxed setting. Most importantly, proceeds from the all volunteer event benefit local youth groups, schools and neighborhood preservation projects, which allow your marketing dollars to be reinvested in the communities where you want to do business

FINE ARTS CHAMPION

Limited to ONE organization
\$10,000 ANNUAL

GATE VISIBILITY

An opportunity for your employees to volunteer "in uniform" and assist guests at ALL SEVEN Entrance Gates, both days of the event.

SPONSOR BOARDS

Your logo on easel boards produced and installed by the Old Town Triangle Association and prominently displayed at ALL SEVEN Entrance Gates.

PROMOTIONAL POSTER

PRINT RUN: 1,000
Your logo and sponsorship recognized on OTAF posters displayed throughout Chicago area

PROGRAM RECOGNITION

PRINT RUN: 20,000
Logo presence on "Sponsor" page

WEB SITE

Average 150K hits in June
Logo presence and link to your website

PRESS RELEASE

Inclusion on all press materials

FINE ARTS SUPPORTER

Limited to TWO non-competitive organizations
\$5,000 ANNUAL

MUSIC STAGE BANNER

Produced and installed by your organization and prominently displayed at the Music Stage. The Music Stage features ongoing live entertainment both days of the event.

SPONSOR BOARDS

Your logo on easel boards produced and installed by the Old Town Triangle Association and prominently displayed at ALL SEVEN Entrance Gates.

PROMOTIONAL POSTER

PRINT RUN: 1,000
Your logo and sponsorship recognized on OTAF posters displayed throughout Chicago area

PROGRAM RECOGNITION

PRINT RUN: 20,000
Logo presence on "Sponsor" page

WEB SITE

Average 150K Hits in June
Logo presence and link to your website

PRESS RELEASE

Inclusion on all press materials

FINE ARTS PROMOTER

Offered to FIVE organizations
\$2,500 ANNUAL

SPONSOR BOARDS

Your logo on easel boards produced and installed by the Old Town Triangle Association and prominently displayed at ALL SEVEN Entrance Gates.

PROMOTIONAL POSTER

PRINT RUN: 1,000
Your logo and sponsorship recognized on OTAF posters displayed throughout Chicago area

PROGRAM RECOGNITION

PRINT RUN: 20,000
Logo presence on "Sponsor" page

WEB SITE

Average 150K Hits in June
Logo presence and link to your website

PRESS RELEASE

Inclusion on all press material

FINE ARTS FRIEND

Unlimited
\$1,000 ANNUAL

PROMOTIONAL POSTER

PRINT RUN: 1,000
Your logo and sponsorship recognized on OTAF posters displayed throughout Chicago area

PROGRAM RECOGNITION

PRINT RUN: 20,000
Logo presence on "Sponsor" page

WEB SITE

Average 150K Hits in June
Logo presence and link to your website

PRESS RELEASE

Inclusion on all press materials

MEDIA SPONSORS:

Exclusive for: newspaper, tv, magazine and radio

PROMOTIONAL POSTER

PRINT RUN: 1,000
Your logo and sponsorship recognized on OTAF posters displayed throughout Chicago area

PROGRAM RECOGNITION

PRINT RUN: 20,000
Logo presence on "Sponsor" page

WEB SITE

Average 150K Hits in June
Logo presence and link to your website

NOTE: 2010 Media sponsors have the right of first refusal for the 62nd Annual Old Town Art Fair

For more information, please contact us. We will work with sponsoring organizations to customize a sponsorship package that meets your marketing goals. We encourage you to act quickly. All sponsorships are awarded on a first come, first serve basis

Contact: Emily Rose, General Chair OTAF, chair@oldtownartfair.org

To request a copy of the official registration and financial information of the Old Town Triangle Association, a not-for-profit community organization, call the Illinois Attorney General Charitable Trust Bureau at 312-814-2595 or email: charitabletrustinfo@atg.state.il.us.



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