

2020 CDAF Sponsorship Overview

Planning has begun for #CDAF2020, set for **Saturday, April 18, 2020!** CDAF is the signature arts event in Starkville, bringing thousands of visitors each spring. This year, we're excited to collaborate with GSDP and the King Cotton Crawfish Boil scheduled for April 17! The Cotton District Arts Festival's success is owed to the unbelievable efforts of countless volunteers, donors, and sponsors: without you, CDAF would cease to function.

Please continue the tradition and support #CDAF2020. We offer a variety of opportunities depending upon your budget. Sponsorships are first-come, first-served until taken.

TITLE SPONSOR (\$10,000 - one available - payment due January 10)

- Top-level mention in all press related to the event (TV, radio, newsprint)
- 2' X 6' full-color Logo Banner displayed at
 - CDAF Hospitality / Information tent (located in the middle of festival)
 - 3 main festival gates, and
 - 3 music stages (prime placement when shared with stage sponsors)
- 10'x10' booth space at the Festival (subject to additional discussion)
- Name & Logo recognition on digital event communications (8+) beginning in February 2020
- Logo recognition on posters and any print ads placed prior to event
- Logo recognition on Festival Tee Shirt
- Logo recognition on front page of CDAF website before event **and** for at least 6 months after the event (each logo links to your company website)
- Logo recognition used in all social media venues including CDAF app
- Appropriate visual sponsorship recognition at SAAC events through 2020

TASTE OF STARKVILLE SPONSOR (\$2,500 - 1 available - payment due February 15)

- Top-level mention in all press related to the event (TV, radio, newsprint)
 - Two 2' X 6' full-color Logo Banners displayed in Taste of Starkville section
 - Name recognition in press related to the event (print)
 - Name & Logo recognition on digital event communications (8+) beginning in February 2020
 - Logo recognition on selected page(s) of website for 6 months after event plus each logo links to company site
 - Verbal recognition at the event from entertainment stag
 - Logo recognition used in social media venues



- Appropriate visual sponsorship recognition at related SAAC events through 2020

JURIED ARTS SHOW SPONSOR (\$2,500 - 1 available - payment due February 15)



- Top-level mention in all press related to the event (TV, radio, newsprint)
 - 2' X 6' full-color Logo Banners displayed at Juried Art venue
 - Name recognition in press related to the event (print)
 - Name & Logo recognition on digital event communications (8+) beginning in February 2020
 - Logo recognition on selected page(s) of website for 6 months after event plus each logo links to company site
 - Verbal recognition at the event from entertainment stage
 - Logo recognition used in social media venues
- Appropriate visual sponsorship recognition at related SAAC events through 2020

NOTE: The option to sponsor an Extended Show of the Juried Arts Show may be available. **Merit and Purchase Prizes may also be sponsored individually.** Please contact SAAC for details.

Stage/ Village Sponsors: (\$1,000 - 10 available - payment due March 1, 2020)

- Choice of
 - Co-sponsoring (with Title Sponsor) one of three music stages with 2' X 6' Logo Banner displayed at stage of your choice:
 - East Stage (MSU Entrance)
 - South Stage (Community Stage)
 - West Stage (Jarnigan Street)
 - Sponsoring one of these Villages/Events with 2' X 6' Logo Banner displayed at Village:
 - Children's Village
 - International Village
 - Pet Parade
 - Potter's Village
 - Singer/Songwriter Competition (event in March)
 - Student Art Competition (event in March)
 - Writer's Village
- Name recognition in press related to the event (print)
- Name recognition on digital event communications (8+) beginning February 2020
- Logo recognition on selected page(s) of website for 6 months after event plus each logo links to company site
- Recognition at the event from entertainment stage
- Logo recognition used in social media venues





- Appropriate visual sponsorship recognition at related SAAC events through 2020
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General Support

SHOOTING STARS (\$500 - poster only - limit of 10 - payment due March 1, 2020)

- Name recognition on digital event communications (8+) beginning February 2020
- Logo recognition on website for 6 months after festival plus each logo links to company site
- Logo recognition used in social media venues
- Logo placed on various touchpoints, such as:
 - Golf carts used by CDAF volunteers;
 - Recycling bins and garbage cans;
 - Other CDAF-specific touchpoints as appropriate.
- Appropriate visual sponsorship recognition at related SAAC events through 2020

CONSTELLATION (\$250 - website only - unlimited - payment due March 1, 2020)

- Logo / Name recognition on website for 6 months after festival
- Social media recognition