



2023 Sponsorships



Sweet treats and eats at
Ozark Oasis 7/7/22



Photo op at Tailgate 8/1/19



Slow Roll taking off from the Square
Larger than Life 10/6/22

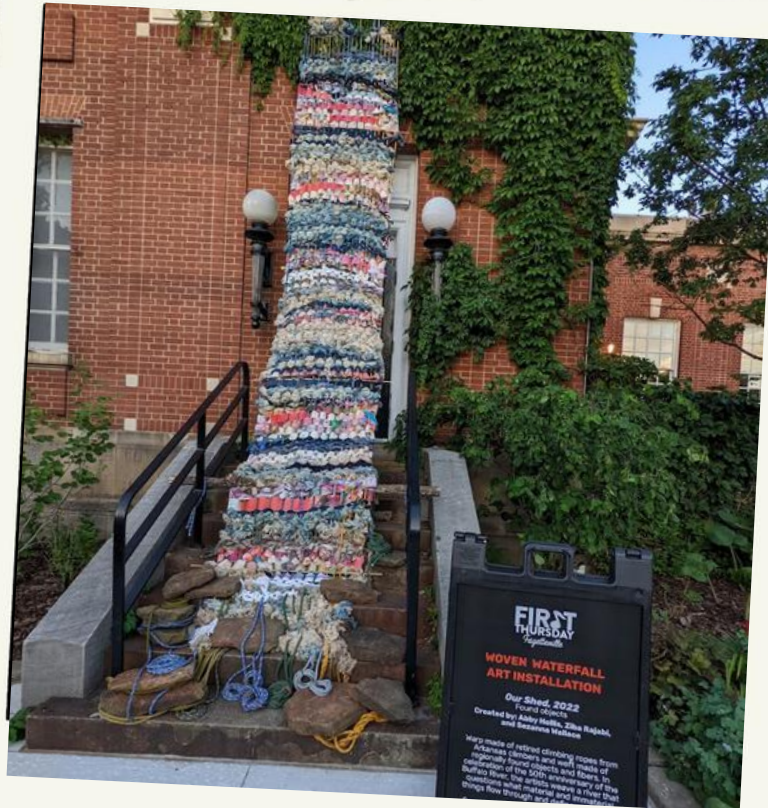
First Thursday is a vibrant, free monthly festival traditionally held May through October on Fayetteville's historic downtown square brought to you by Experience Fayetteville.



Strolling the downtown Square
A Closer Look 9/1/22

- Creates a family-friendly event for arts & culture including live music, a robust vendor market, community activations, group rides, and more.
- Provides a platform to showcase the work of emerging talent, local arts organizations, NPOs, and community partners.
- Activates cultural venues, restaurants, bars, and businesses around the downtown square.
- Features different collaborations, works of art, performances, and activities each month based on a theme.

2022 By the Numbers



Public art at
Ozark Oasis 7/7/22



Winners of the inaugural
Dog Daze Pageant
IndepenDANCE 6/4/19



Market vendor Break Even
Glass at Dog Daze Do-Over
9/15/22

Average attendance: 2,500

15 Performances

120+ Vendors

11 Art installs & community projects

100+ Dog Daze Pageant entries

By supporting First Thursday, you have an opportunity to engage thousands in our community.

Distribution	Reach
ExperienceFayetteville.com	12,000 visitors/month; 13,000 views
Promotional poster	Vinyl wrap on Visitor's Center, socials
Instagram: @fayettevillear	60.2k followers
Facebook: @FayettevilleAR	38.2k followers
Press Release	40+ media outlets



Sponsor Tiers

Main Stage

\$7,500 (1 Available for the season)

Activation

\$6,000 (3 Available for the season)

- Sustainability
- Community Arts
- Kids Zone

Presenting Sponsor

\$1,750 (1 Available *per month*)

Friend of First Thursday

\$500 – \$1749 (Unlimited)

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Main Stage Sponsor

By sponsoring the Main Stage, you'll help to enhance our product quality and elevate local and regional performers all season long!

\$7,500 (One available)

- Sponsor banner on the lower Main Stage
- Opportunity for booth space up to 10'x30' at all 6 events
- Branded signage near the Main Stage
- Company thanked in on stage announcements between each set
- Exclusive social media post
- Logo & link on the First Thursday webpage
- Logo featured in 8'x8' Vinyl Wrap on the Square
- Recognition as Main Stage sponsor in press release, social media events and promotions



Modeling closing out the season
First Thursday Larger than Life 10/6/22

Activation Sponsor: Sustainability

Our Sustainability partner empowers us to make First Thursday a zero-waste event, diverting upwards of 90% of event waste from our local landfills.

\$6,000 (One available)

- Signage thanking the Sustainability sponsor by each waste station, 3-4 total
- Opportunity for booth space up to 10'x30' at all 6 events
- Company thanked in on stage announcements between each set
- Exclusive social media post
- Logo & link on the First Thursday webpage
- Logo featured in 8'x8' Vinyl Wrap on the Square
- Recognition as Sustainability sponsor in press release, social media events and promotions



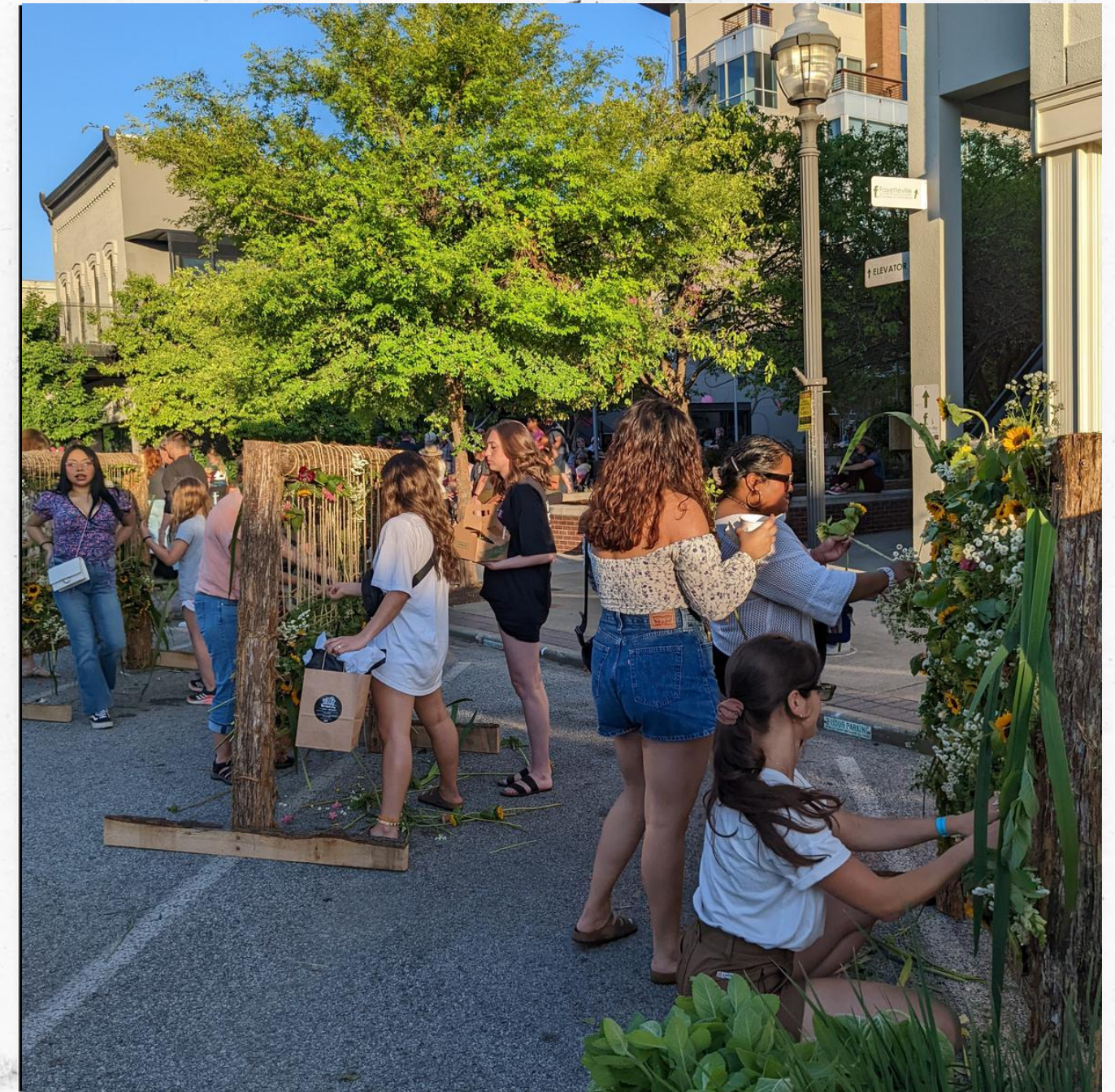
Waste sorting stations facilitated by Food Loops
First Thursday Ozark Oasis 7/7/22

Activation Sponsor: Community Arts

Our Community Arts Partner supports our ability to commission a variety of art installations and collaborative projects to engage our attendees.

\$6,000 (One available)

- Signage thanking Community Arts sponsor by monthly activation
- Opportunity for booth space up to 10'x30' at all 6 events
- Company thanked in on stage announcements between each set
- Exclusive social media post
- Logo & link on the First Thursday webpage
- Logo featured in 8'x8' Vinyl Wrap on the Square
- Recognition as Community Arts Sponsor in press release, social media events, and promotions



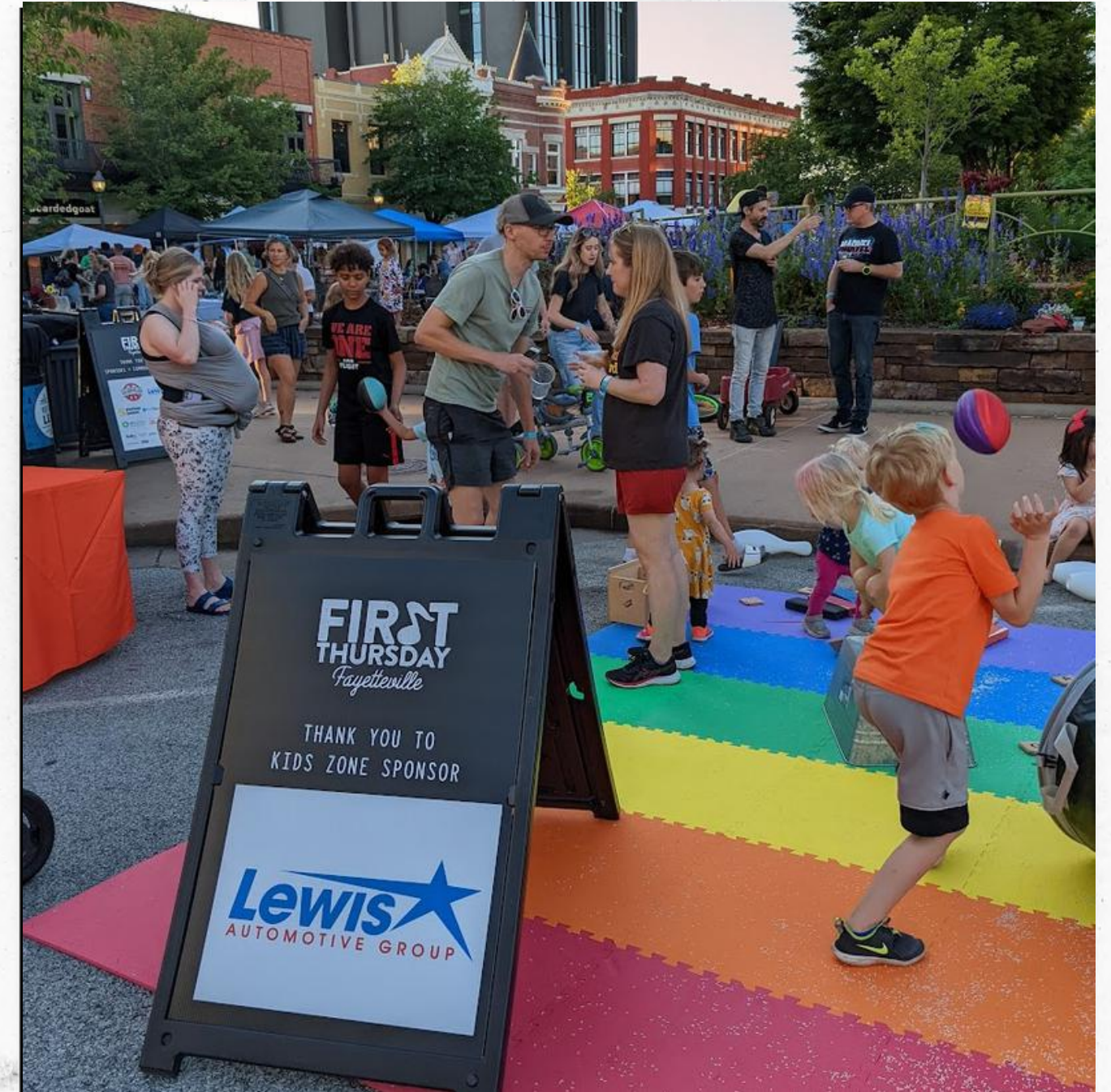
Abby Hollis leading community nature loom project
In Bloom 6/2/22

Activation Sponsor: Kids Zone

Our Kids Zone sponsor helps us create a fresh & fun space for kids to hang out, right next to the main stage so the whole family can comfortably enjoy the show!

\$6,000 (One available)

- Signage thanking Kids Zone sponsor by activation
- Opportunity for booth space up to 10'x30' at all 6 events
- Company thanked in on stage announcements between each set
- Exclusive social media post
- Logo & link on the First Thursday webpage
- Logo featured in 8'x8' Vinyl Wrap on the Square
- Recognition as Kids Zone Sponsor in press release, social media events, and promotions



Free play in the Kids Zone
In Bloom 6/2/22

Presenting Sponsor (Monthly)

Presenting sponsors are energized by the theme or timing of an event, providing a unique opportunity to collaborate on programming, target specific interests, and engage the public.

\$1,750 (Six positions available, one per event)

- Signage thanking Kids Zone sponsor by activation
- Opportunity for booth space up to 10'x30' at all 6 events
- Company thanked in on stage announcements between each set
- Exclusive social media post
- Logo & link on the First Thursday webpage
- Logo featured in 8'x8' Vinyl Wrap on the Square
- Recognition as a Presenting Sponsor in press release, social media events, and promotions



Presenting Sponsor Sells Agency
@ Dog Daze Do-Over 9/15/22



Mixers provided by 2022 Friend of First Thursday
Rambler Sparkling Water

Friend of First Thursday

Donation of services in-kind or
contributions between \$500- \$1,499
(Unlimited positions available)

- Recognition as Friend of First Thursday in press release, social media events, and some promotions
- Company logo & link on the First Thursday webpage
- Minor logo featured on 8'x8' Season Vinyl Wrap on the Square for the 2023 season, May-October
- Opportunity for booth space negotiable

Sponsor Benefits

	Main Stage	Kids Zone	Sustainability	Community Arts	Presenting <i>*Monthly*</i>	Friend of First Thursday
Mentioned in Press Release	✓	✓	✓	✓	✓	✓
Logo on 8 x 8 sign on the Square May-Oct	✓	✓	✓	✓	✓	✓
Logo & link on the First Thursday webpage	✓	✓	✓	✓	✓	✓
Social Media Post	✓	✓	✓	✓	✓	✗
Branded signage near activation	✓	✓	✓	✓	✓	✗
Booth space up to 10'x30'	✓	✓	✓	✓	✓	✗
Lower Main Stage banner	✓	✗	✗	✗	✗	✗

Interested in sponsoring First Thursday?

Contact Community Engagement
Manager Chloe Bell to learn more.

cbell@experiencefayetteville.com

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About Experience Fayetteville



2022 Vinyl VWrap
Experience Fayetteville Visitor's Center

Experience Fayetteville is the destination marketing organization for the city of Fayetteville, Arkansas. It is responsible for marketing the city to visitors and achieving a positive economic impact through tourism. It is the first point of contact for convention and meeting planners, sports tournament coordinators, and tour operators.

Experience Fayetteville oversees the visitors bureau and Experience Fayetteville Visitors Center as well as the Fayetteville Town Center and historic Walker Stone House. The Fayetteville Advertising & Promotion Commission is the governing body of Experience Fayetteville. For more information on Fayetteville, Arkansas, visit experiencefayetteville.com.