

# FIRST THURSDAY

*Fayetteville*

## SPONSORSHIP OPPORTUNITIES

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.



### **2021 Season launches August 5<sup>th</sup>**

The 2021 season will consist of three events: Dog Daze of Summer on August 5<sup>th</sup>, Tight Knit on September 2<sup>nd</sup>, and Light on October 7<sup>th</sup>.

Attendees can look forward to celebrating Fayetteville's local arts culture with a showcase of live music, a vendor market and craft beer from breweries on the Fayetteville Ale Trail and more! Additionally, the event takes place in the Outdoor Refreshment Area allowing folks to sip and stroll their way through the festival.



## Purpose of First Thursday

- Activates cultural venues, restaurants, bars, and businesses all around the downtown square area
- Features different works of art and activities each month based on theme
- Showcases nonprofit and community partners and local craft culture
- Creates a family friendly platform for community activations, including group bike rides, free yoga classes and more!
- Establishes a rain OR shine event for the community (In case of inclement weather, we will have First Thursday inside the Fayetteville Town Center)

By sponsoring First Thursday, you have an opportunity to engage thousands in your community.

### Distribution

ExperienceFayetteville.com

First Thursday Poster

First Thursday Social Media through ExpFay

Press Release

Event Signage

### Reach

12,000 visitors/month; 13,000 monthly page views

Print distributed to local businesses, digital on social

Targeted ads + content to FB: 35k, IG: 53k, TW: 10k

40 + media outlets

1,500+ viewers each month

# SPONSOR LEVELS

\*All sponsor levels are for the full 2021 season: August 5th, September 2nd, and October 7th.

## **Mainstage Season Sponsor, 1 available**

\$7,500

Complimentary 10X10 booth area at all three events

Title recognition in association with the mainstage performances at all three events

Prominent logo recognition on stage banner

Logo recognition on all print collateral

Company announced from stage

Recognition as stage sponsor in all social media events

## **Activation Sponsor, 3 available: Sustainability, Community Arts, and Kids Zone**

\$3,500

Recognition in association with that specific activation. Example “Experience Fayetteville Kids Zone”

Logo on event signage near sponsored zone

Logo recognition on all collateral, print and digital

Verbal recognition from the mainstage at each event

Recognition as an activation sponsor in social media events

## **Friend of First Thursday**

\$750

Logo on select materials, print and digital

Company announced from stage

Recognition as a sponsor in social media events

**Interested in supporting First Thursday? Let's talk!**

Please reach out to Chloe Bell, Community Engagement Manager at (479) 935-4571

# FIRST THURSDAY COMMITMENT FORM

Full Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zipcode: \_\_\_\_\_

Phone number: \_\_\_\_\_

Mobile number: \_\_\_\_\_

## SPONSORSHIP COMMITMENT

\_\_\_ Mainstage Season Sponsor (\$7,500)

\_\_\_ Sustainability Sponsor (\$3,500)

\_\_\_ Community Arts Sponsor (\$3,500)

\_\_\_ Kids Zone Sponsor (\$3,500)

\_\_\_ Friend of First Thursday (\$750)

*Upon notification of sponsorship commitment, please submit your business logo in vector format (PDF or EPS) and as a full color jpg via email to [cbell@experiencefayetteville.com](mailto:cbell@experiencefayetteville.com)*

Please submit this form to Chloe Bell at [cbell@experiencefayetteville.com](mailto:cbell@experiencefayetteville.com) or print and submit in person to Experience Fayetteville Visitors Center at 21 S. Block Ave. Fayetteville, AR 72701



# EXPERIENCE FAYETTEVILLE

## ABOUT EXPERIENCE FAYETTEVILLE

Experience Fayetteville is the convention and visitors bureau 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](http://experiencefayetteville.com).