

FIRST THURSDAY *Fayetteville*

2024 Sponsorships

Produced by
THE FAYETTEVILLE
2023 Season
First Thursday of the Month
May - October 5:00 - 9:00 p.m.
Downtown Fayetteville Square
May the
Fourth
Therback
on
Thursday



Sweet treats and eats
on Center Street



Parachute play in
the Kids Zone



Magic acts by Professor
Gallico & Ozark Cirque

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 Gardens

- 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.

2023 By the Numbers



Rum Wolf setting up his
interactive art piece
"The You Control Monster"



Paw Paint by Numbers
@ Dog Daze



Market vendor
the Cozy Librarian

Average attendance: 3,250

14 Performances

120+ Vendors

13 Art installs & community activations

100+ Dog Daze Pageant entries

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

Medium	Reach
ExperienceFayetteville.com	46,000 visitors and 93,000 views per month
Promotional poster	8'x8' sign on the Fayetteville Square, Arkansas Welcome Centers
Instagram: @fayettevillear	60.2k followers
Facebook: @FayettevilleAR	38.2k followers
Press Release	40+ media outlets



2024 Themes

*There will be no event in July, due to the Independence Day holiday

May 2nd

Elemental

June 6th

Avant Garden

August 1st

Game on

September 5th

Dog Daze

October 3rd

Technicolor

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Sponsor Tiers

Main Stage

\$7,500 (1 Available)

Programming

- Sustainability
- Community Arts
- Kids Zone
- Food Court

\$6,000 (4 Available)

Monthly Sponsor

\$2,500 (1 Available *per month*)

Friend of First Thursday

\$1000 - \$2499 (Unlimited)

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Main Stage Sponsor

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

\$7,500 (One available)

- Sponsor banner on the Main Stage
- Opportunity for booth space up to 10'x20'
- Company thanked in on stage announcements
- Exclusive post to EF Facebook & Instagram feeds
- 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



Ultra Suede takes the stage

Programming 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'x20'
- Company thanked in on stage announcements
- Exclusive post to EF Facebook & Instagram feeds
- 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

Programming 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'x20'
- Company thanked in on stage announcements
- Exclusive post to EF Facebook & Instagram feeds
- 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 teaching attendees how to spin wool on a drop spindle at First Folksday 9/7/23

Programming 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'x20'
- Company thanked in on stage announcements
- Exclusive post to EF Facebook & Instagram feeds
- 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

Programming Sponsor: Food Court

Our Food Court sponsor helps us create a pop-up dining experience for attendees to savor flavors from on-site vendors, nearby restaurants, and bars participating in the Outdoor Refreshment Area!

\$6,000 (One available)

- Signage thanking Food Court sponsor on each table
- Opportunity for booth space up to 10'x20' throughout season
- Company thanked in on stage announcements
- Exclusive post to EF Facebook & Instagram feeds
- Logo & link on the First Thursday webpage
- Logo featured in 8'x8' Vinyl Wrap on the Square
- Recognition as Food Court Sponsor in press release, social media events, and promotions



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.

\$2,500 (Six positions available, one per event)

- Signage thanking sponsor by main stage
- Booth space up to 10'x20' at selected event
- Company thanked in on stage announcements between each set
- 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



Hydration trailer provided by 2023 Friend of First Thursday
Beaver Water District

Friend of First Thursday

Donation of services in-kind or
contributions between \$1000- \$2,499
(Unlimited positions available)

- Recognition as Friend of First Thursday in press release, social media events, and some promotions
- Company name on the First Thursday webpage
- Minor logo featured on 8'x8' Season Vinyl Wrap on the Square for the 2024 season, May-October
- Opportunity for booth space negotiable

Sponsor Benefits

*Programming sponsors may select from Kids Zone, Sustainability, Food Court, or Community Arts

**Monthly sponsors receive booth space at their selected event only

	Mentioned in Press Release	Logo on 8 x 8 sign on the Square	Logo & link on First Thursday webpage	Booth space up to 10'x20'	Branded signage near activation	Social Media Post	Main Stage banner
Main Stage	✓	✓	✓	✓	✓	✓	✓
Programming*	✓	✓	✓	✓	✓	✓	✗
Monthly**	✓	✓	✓	✓	✓	✗	✗
Friend of First Thursday	✓	✓	✗	✗	✗	✗	✗

Interested in sponsoring First Thursday?

Contact Community Engagement
Manager Chloe Bell to learn more.

cbell@experiencefayetteville.com

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About Experience Fayetteville



2023 Vinyl VWrap
Experience Fayetteville Visitor's Center

Experience Fayetteville is the destination marketing organization for the city of Fayetteville, Arkansas with a mission of 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 Experience Fayetteville Visitors Center, Fayetteville Town Center and the historic Walker Stone House. It produces Lights of the Ozarks, Fayetteville Ale Trail and First Thursday festivals. The Fayetteville Advertising & Promotion Commission is the governing body of Experience Fayetteville.

For more information on Fayetteville, Arkansas, visit experiencefayetteville.com.