

FIRST THURSDAY

— Fayetteville —

FIRST THURSDAY 2020

SPONSORSHIP OPPORTUNITIES

First Thursday is a vibrant, free monthly festival held May through October on Fayetteville's historic downtown square. Attendees can look forward to celebrating Fayetteville's vibrant local arts culture with a showcase of live local music, craft beer from breweries on the Fayetteville Ale Trail and more!





Purpose of First Thursday

- Activates cultural venues, restaurants, bars, and businesses all around the downtown square area
- Showcases nonprofit, and community partners and local craft culture
- Features different works of art and activities each month based on theme
- Creates platforms for community activation, like free group bike rides and yoga classes
- Promotes the parks and trail systems of Northwest Arkansas
- 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: 34k, IG: 42k, TW: 9k
 40+ media outlets
 5,000 viewers each month

SPONSOR LEVELS

*All sponsor levels are for the full, six-event season

Mainstage Season Sponsor, 1 available

\$10,000

Complimentary 10X10 booth area at all six events

Title recognition in association with the mainstage performances at all six 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

\$5,000

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 all social media events

Friend of First Thursday

\$1,000

Logo on all collateral materials, print and digital

Company announced from stage

Recognition as a sponsor in all social media events

Interested in supporting First Thursday? Let's talk!

Reach out to Chloe Bell at (479) 935-4751

FIRST THURSDAY COMMITMENT FORM

Full Name: _____

Company Name: _____

Email Address: _____

Mailing Address: _____

City: _____

State: _____

Zipcode: _____

Phone number: _____

Mobile number: _____

SPONSORSHIP COMMITMENT

___ Mainstage Season Sponsor (\$10,000)

___ Sustainability Sponsor (\$5,000)

___ Community Arts Sponsor (\$5,000)

___ Kids Zone Sponsor (\$5,000)

___ Friend of First Thursday (\$1,000)

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

Please submit this form to Chloe Bell at 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, Clinton House Museum 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.