



MURAL FEST 2020



May 16th, 2020

In South Salt Lake's Creative Industries Zone

SPONSORSHIP PROPOSAL

themuralfest.org





ABOUT MURAL FEST

Mural Fest is an annual event brought to you by the Utah Arts Alliance and the South Salt Lake Arts Council. Each year, 10 artists are commissioned to paint 10 original, permanent public art murals in South Salt Lake's Creative Industries Zone. These murals revitalize Downtown South Salt Lake and support our creative economy, while engaging artists with the community and adding vibrancy and sense of place to the neighborhood.

On May 16th, 2020, the community will gather in the heart of the district to celebrate the completion of the murals. Artists will be painting during the first two weeks of May. Mural Fest includes live music, artist vendors, food trucks and more in a festive environment welcoming to all community members.

We need your support to create a lasting legacy of public art in South Salt Lake.

Presenting Sponsor – \$10,000 Investment

Named as the 2020 Mural Fest Presenting Sponsor



- Shown on 2020 Mural Fest banners as Presenting Sponsor
- Recognition as Presenting Sponsor with company logo (large) on marketing materials, web ads, and print ads
- Recognition on social media platforms including Instagram and Facebook with tags and links to your company page
- Option for booth in prominent location at Mural Fest
- Event day recognition with up to ten verbal recognition announcements at evening performance
- Company logo (large) on South Salt Lake Arts Council and Utah Arts Alliance websites with link to company website

Stage Sponsor – \$5,000 Investment

- Sponsor the Mural Fest Stage with company logo banner prominently displayed on the stage
- Recognition on social media platforms including Instagram and Facebook with tags and links to your company page
- Option for booth in prominent location at Mural Fest
- Your company logo (large) on marketing materials including posters, fliers, brochures and print ads
- Event day recognition with up five verbal recognition announcements at evening performance
- Your company logo (large) on South Salt Lake Arts Council and Utah Arts Alliance websites with link to company website

Public Art Sponsor – \$3,000 Investment

- Company logo recognition on Mural Fest passport and map
- Recognition on social media platforms including Instagram and Facebook with tags and links to your company page
- Company banner hung at Mural Fest
- Your company logo (medium) on marketing materials including posters, fliers, brochures and print ads
- Company logo (medium) on South Salt Lake Arts Council and Utah Arts Alliance websites with link to company website



Friends of the Festival – \$1,000 Investment

- Your company logo (small) on marketing materials including posters, flyers, brochures and print ads
- Recognition on Social media platforms including Instagram and Facebook with tags and links to your company page
- Company logo on South Salt Lake Arts Council and Utah Arts Alliance websites and link to your company website

Customize Your Sponsorship Level

In-Kind Sponsorships are valued at 1/3 of Cash Sponsorships.

- Create a customized sponsorship with the help of our sponsorship manager, David Kubinski (david@utaharts.org)
- A mix of in-kind donations, cash, donated goods, gift certificates, and more can be arranged to be eligible for benefits. In-kind and media support are valued at one third of cash sponsorships in determining sponsorship level

Questions

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