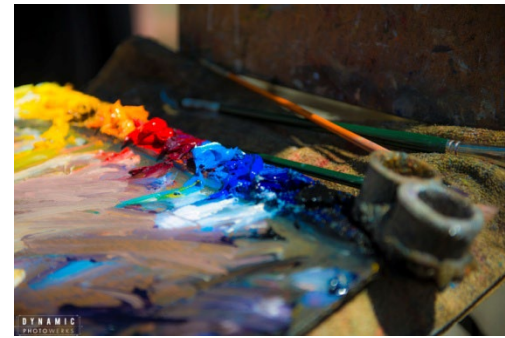


2023 WAYZATA ART EXPERIENCE



June
24 & 25
Wayzata, MN



OVERVIEW



Everybody Get Lakeside! Kick off Summer and sponsor one of the Twin Cities top art fairs! Established in 2004, the Wayzata Art Experience is held in the heart of downtown, Wayzata, MN on the shores of Lake Minnetonka. Over 20,000 attend this 2-day festival featuring beautiful art from 150 top juried artists from all over the country, live music, food trucks, a beer + wine garden, free sailboat rides, an activity zone for art lovers of all ages, arty parties around town and more.

2022 ATTENDANCE

20,000

DATE + LOCATION

- June 24 & 25, 2023
- Downtown Lake Street, Wayzata MN

ATTRACTIONS

- 150 Fine Art Artists
- Live Music
- Activity Zone
- Featured Artist
- Sailboat Rides
- Food Trucks
- Beer + Wine Garden
- Garden Display





SPONSORSHIPS

Support Community. Make an impact. Elevate your Business.

General Sponsorships

Presenting (Exclusive – Title Sponsor) \$15,000

Event Promotion / Website / Communications

- Naming rights and the highest level of visibility – “Wayzata Art Experience Presented by company name”
- Exclusivity – no other company in your industry allowed at this level. Sole business at this level
- Lead logo + voice over recognition on 400 cable TV advertising commercials for the event on CNN, FOX News, HGTV, BRAVO and TLC
- Social media recognition leading up to, and throughout the event
 - Recognition and tags on @WayzataArtExperience’s and @WayzataChamber’s facebook and instagram channels – multiple posts/stories
 - Logo on facebook event
 - Logo on all paid social media ads
- Recognition of sponsorship on press releases to multiple local and Twin Cities wide based media outlets
- Recognition of sponsorship and/or logo placement on other advertisements and promotions as assigned by the planning committee – print and digital
- Announcement of sponsorship by board chair or president at all 2023 Wayzata Chamber events leading up to the Wayzata Art Experience
- Lead logo on WayzataArtExperience.com homepage and sponsor page, linking to your company website
- Lead logo on WayzataChamber.com’s Art Experience event page
- Logo on all artist and vendor communications
- Logo on Chamber’s e-blasts - one month prior to the event
 - “The 511” monthly e-newsletter
 - “Shop. Eat. Enjoy.” weekly eblast (5,000+ Lake Minnetonka subscribers)
 - “E-Gateway” weekly e-newsletter (900+ chamber members)

Signage

- Logo displayed on multiple sponsor banners and event schedules throughout the event (4-5 large vertical stands)
- Logo displayed on signage in the information tent (centrally located)
- Logo displayed on signage by the live music stage (located at Panoway on Wayzata Bay)
- Lead logo displayed on kiosk areas around town (near COV and Anthropologie) one month prior to event

(Optional / Not Required) On-site Promotional Opportunity

- This benefit is open to meeting the needs of the sponsor
- Optional tent and prime booth space onsite in a high traffic location (Hours: 10 am – 6 pm on Saturday and 10 am – 4 pm on Sunday) if desired OR opportunity to display materials at the main Information tent

Platinum Sponsor \$10,000

Event Promotion / Website / Communications

- Exclusivity – no other company in your industry allowed at this level (limited to only two businesses)
- Sub logo on 400 cable TV advertising commercials for the event on CNN, FOX News, HGTV, BRAVO and TLC
- Social Media Recognition leading up to and throughout the event
 - Recognition and tags on @WayzataArtExperience's and @WayzataChamber's Facebook and Instagram channels – multiple posts/stories
- Recognition of sponsorship on press releases to multiple local and Twin Cities wide based media outlets
- Recognition of sponsorship and/or logo placement on other advertisements and promotions as assigned by the planning committee – print and digital
- Announcement of sponsorship by board chair or president at all 2023 Wayzata Chamber events leading up to the Wayzata Art Experience
- Logo on WayzataArtExperience.com homepage and sponsor page, linking to your company website
- Logo on WayzataChamber.com's Art Experience event page
- Logo on Chamber's e-blasts - one month prior to the event
 - "The 511" monthly e-newsletter
 - "Shop. Eat. Enjoy." weekly eblast (5,000+ Lake Minnetonka subscribers)
 - "E-Gateway" weekly e-newsletter (900+ chamber members)

Signage

- Logo displayed on multiple sponsor banners throughout the event (4-5 large vertical stands)
- Logo displayed on kiosk areas around town (near COV and Anthropologie) one month prior to event

(Optional / Not Required) On-site Promotional Opportunity

- This benefit is open to meeting the needs of the sponsor
- Optional tent and prime booth space onsite in a high traffic location (Hours: 10 am – 6 pm on Saturday and 10 am – 4 pm on Sunday) if desired OR opportunity to display materials at the main INFO tent

Gold Sponsor \$5,000

Event Promotion / Website / Communications

- Sub logo on 400 cable TV advertising commercials on CNN, FOX News, HGTV, BRAVO and TLC
- Social Media Recognition leading up to the event
 - Recognition on @WayzataArtExperience's and @WayzataChamber's Facebook and Instagram channels – multiple posts/stories
- Recognition of sponsorship on other advertisements and promotions as assigned by the planning committee – print and digital
- Logo on WayzataArtExperience.com homepage (scrolling) and sponsor page, linking to your company website
- Press releases to multiple local and Twin Cities wide based media outlets
- Recognition or logo on Chamber e-blasts
 - "The 511" monthly e-newsletter
 - "Shop. Eat. Enjoy." weekly eblast (5,000+ Lake Minnetonka subscribers)
 - "E-Gateway" weekly e-newsletter (900+ chamber members)

Signage

- Logo displayed on multiple sponsor banners throughout the event (4-5 large vertical stands)
- Sub logo displayed on kiosk areas around town (near COV and Anthropologie) one month prior to event

(Optional / Not Required) On-site Promotional Opportunity

- Optional tent and prime booth space onsite in a high traffic location (Hours: 10 am – 6 pm on Saturday and 10 am – 4 pm on Sunday) if desired OR opportunity to display materials at the main INFO tent

Silver Sponsor (Limit 10) \$2,500

Event Promotion / Website / Communications

- Social media recognition leading up to the event
 - Recognition on @WayzataArtExperience's Facebook and Instagram channels – 2 posts
- Sub logo on WayzataArtExperience.com sponsor page
- Recognition in Chamber e-blasts
 - "Shop. Eat. Enjoy." weekly eblast (5,000+ Lake Minnetonka subscribers)- week of
 - "E-Gateway" eblast (900+ chamber members) - week of

Signage

- Recognition on sponsor banners throughout the event

(Optional / Not Required) On-site Promotional Opportunity

- 10 x 10 optional booth space onsite (Hours: 10 am – 6 pm on Saturday and 10 am – 4 pm on Sunday) if desired

Bronze Sponsor \$750

Event Promotion / Website / Communications

- Business name on WayzataArtExperience.com sponsor page
- Business name on event signage
- Social media recognition on @WayzataArtExperience's facebook and instagram channels – 1 post

Event or Activity Specific Sponsorships

Beer + Wine Tent Sponsor \$5,000

Event Promotion / Website / Communications

- Logo on WayzataArtExperience.com website – food + drink and sponsor pages
- Social media recognition leading up to and throughout the event
 - Recognition on @WayzataArtExperience's facebook and instagram channels – posts relating to food + drink
- Recognition in Chamber e-blasts
 - "The 511" monthly e-newsletter
 - "Shop. Eat. Enjoy." weekly eblast (5,000+ Lake Minnetonka subscribers) – week of
 - "E-Gateway" weekly e-newsletter (900+ chamber members) – week of
 - Press releases to multiple local and Twin Cities wide based media outlets

Signage

- Logo on custom banners and signage created for the 15x30 ft beer + wine tent
- Logo displayed on multiple sponsor banners throughout the event

(Optional / Not Required) On-site Promotional Opportunity

- Opportunity to volunteer with a group or your company team in the beer + wine tent

Stage Sponsor \$3,500

Event Promotion / Website / Communications

- Logo on WayzataArtExperience.com website – sponsor and live music pages
- Social media recognition leading up to and throughout the event
 - Recognition on @WayzataArtExperience's facebook and instagram channels – posts relating to live music/musician posts
- Recognition in Chamber e-blasts
 - "The 511" monthly e-newsletter
 - "Shop. Eat. Enjoy." weekly eblast (5,000+ Lake Minnetonka subscribers) – week of
 - "E-Gateway" weekly e-newsletter (900+ chamber members) – week of
 - Press releases to multiple local and Twin Cities wide based media outlets

Signage

- Logo on custom banners and signage created for stage area
- Logo displayed on multiple sponsor banners throughout the event