

CULTURAL

Sweets

**DES MOINES
ARTS FESTIVAL**

June 27-29, 2008

www.desmoinesartsfestival.org

WESTERN GATEWAY PARK

FRI 4P-10P | SAT 10A-10P | SUN 10A-5P

MISSION AND BACKGROUND

MISSION

The mission of the Des Moines Arts Festival is to create an opportunity for people of all ages, cultures and backgrounds to embrace the arts.

BACKGROUND

In 1998, the Des Moines Arts Festival set out to reinvigorate Des Moines' 40-year-old Art in the Park. With a new name, new location, new leadership and a new venue the Festival began. Thanks to the continuing support and enthusiasm of the Des Moines community, loyal sponsors, volunteers, friends and patrons, the Des Moines Arts Festival can focus on our mission.

Each year, during the last weekend in June, the Des Moines Arts Festival invites people of all ages, cultures and backgrounds to visit downtown Des Moines to embrace the arts. The Festival has become a destination for people from across the state and around the Midwest. Attracting 75,000 people in its inaugural year, the Festival has expanded and improved, and attendance has steadily increased. In 2007, the Festival hosted a record 245,000 guests celebrating its 10th anniversary.

In 10 years, the Festival has attracted a total of more than one million visitors to Downtown Des Moines. Through market research we found that 83 percent of Festival attendees stated they strongly agree that the Des Moines Arts Festival makes our community a better place to live, work and play. This is feedback in which the Festival, its sponsors, volunteers and the entire community can take great pride.

With the outstanding support of more than 75 sponsors, the Des Moines Arts Festival is able to meet what is without a doubt our toughest challenge: offering this family cultural event to the public free of admission charge. In return, the Festival contributes millions of dollars to the local economy.

FOCUS ON ART

The Des Moines Arts Festival features a juried art fair. Each artist submits six images of their work to be juried by a hired panel of distinguished experts from around the country. For two days straight, these jury members view images and score them on artistic merit. The jury members are not told the names or hometowns of the artists, but may ask questions as to technique and materials used.



MISSION AND BACKGROUND, CON'T

In 2007 the Festival received over 1,400 applications for 135 available spots. Completing the total of 155 artists we showcase during the weekend, we invite the 15 award winners from the previous year to return to the current Festival.

Created in 2003, the Emerging Iowa Artist program, sponsored by Principal Financial Group invites Iowa residents currently enrolled in colleges, universities and art schools across the country to promote their talent and sell their artwork during the event. The participants are selected by the same jury panel that chooses the professional Des Moines Arts Festival artists, and juried on the same artistic merits. All booth fees, entry fees, and infrastructure for selected emerging artists including tenting, walls, pedestals, tables and chairs is supplied without charge to the artists. In addition, the best student artist receives a \$1,000 prize for the Best of Show award.

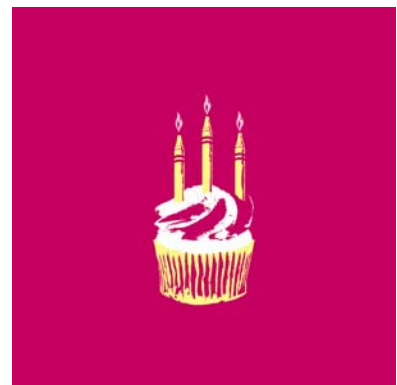
The Festival features the complete spectrum of artists. In addition to the Emerging Iowa Artists Program, the Des Moines Art Center's *Nurturing a Student's Vision*, sponsored by Hubbell Homes, features artwork from more than 300 Central Iowa children from kindergarten through high school. These programs, coupled with the artwork of our professional Festival artists, gives the public the opportunity to see the progression of artists of all ages.

BEHIND THE SCENES

The Festival is its own corporation and produced by Downtown Events Group, a non-profit organization with a staff of five. Additionally, over 1,000 volunteers lend their expertise and enthusiasm to the success of the annual community festival.

The Des Moines Arts Festival is also fortunate to have generous sponsors who contribute both in-kind and financial support.

Every aspect within the Festival exists to directly contribute to our overall mission: "To create an opportunity for people of all ages, cultures and backgrounds to embrace the arts."



ACHIEVEMENTS

Garnering regional, national and international attention, the Des Moines Arts Festival has received numerous accolades. In 2007, the International Festivals & Events Association (IFEA) presented **18 Pinnacle Awards** to the Des Moines Arts Festival including the prestigious Bronze Grand Pinnacle for overall excellence in marketing, promotions, programming, and event management. This marked the second straight year the Festival was presented the Bronze Grand Pinnacle Award.

Gold Awards have been received for Best Overall Sponsorship Program, Best Sponsor Solicitation Package, Best Ad Series, Best Sponsor Follow-up Report, Best Press/Media Kit, Best Television promotional advertisement, Best Newspaper Insert/Supplement, Best Miscellaneous Printed Materials, Best Promotional Poster, Best Tee Shirt and Hat, and Best Overall Merchandise Program. Silver awards have included Best Media Relations Campaign, Best Children's Programming, Best Educational Program, Best Sponsor, Best New Promotion, Best Single Poster, and Best Volunteer Program.

Pinnacle Awards are given by IFEA to recognize the highest quality in event management and programming, content, promotional programs and marketing materials produced by IFEA's more than 3,000 member festivals and events around the world and are the most prestigious awards in the special events industry.

The American Bus Association selected the 2007 Des Moines Arts Festival as one of the Top 100 Events in North America. In 2001, the Iowa Division of Tourism named the Festival the Iowa Tourism Event of the Year.



ACHIEVEMENTS, CON'T

And the *Des Moines Business Record* touts Des Moines Arts Festival as the Best Cultural Event in Des Moines as voted on by its readers.

RECOGNITION

- 2007 Bronze Grand Pinnacle Award Winner from the International Festival & Events Association.
- Named Best Cultural Event in Des Moines by the Des Moines Business Record.
- 2007 recipient of 17 Pinnacle Awards from the International Festivals & events Association.
- 2006 Bronze Grand Pinnacle Award from the International Festivals & Events Association.
- Named one of the Top 100 Events in North America for 2007 by The American Bus Association (ABA).
- 2006 recipient of eight Pinnacle Awards from the International Festival & Events Association.
- Winner of four National Association of Independent Artist (NAIA) Artist Choice Awards.
- Received the 2004 Tourism and the Arts Award at the annual Iowa Tourism Conference.
- 2004 recipient of 11 Pinnacle Awards from the International Festival & Events Association.
- 2003 recipient of 11 Pinnacle Awards from the International Festival & Events Association.
- 2002 recipient of two Pinnacle Awards from the International Festival & Events Association.
- Named the 2001 Iowa Tourism Event of the Year by the Iowa Division of Tourism.
- Named Best Arts Show by Cityview.



SUMMARY

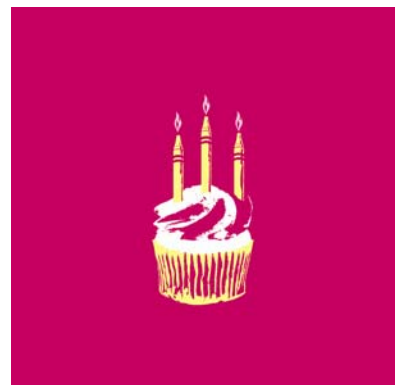
The Des Moines Arts Festival will begin its second decade June 27 - 29, 2008, in downtown Des Moines, Iowa. For ten years, this free, three-day festival of the arts has drawn over 1.5 million people and been crowned by its peers as one of the best festivals in the world!

The Festival features 175 talented artists. Their original artwork from 14 categories reflects the very best, having been juried from over 1,400 applicants. The Festival features arts activities ranging from family and adult arts activities to live entertainment. More than 20 eclectic food booths are on-site providing patrons with a variety of culinary delights.

The Des Moines Arts Festival is proud of its efforts to showcase the community and the state through programs and activities that reflect the vibrancy of the arts in action. Two programs presented by the festival are the Emerging Iowa Artists (EIA) and Nurturing a Student's Vision (NSV). In 2007, 24 Iowa residents attending universities, colleges, and art schools across the nation were selected by the professional artist jury to feature their art at the festival in the EIA program. NSV is a program that allows students in Central Iowa school districts to submit work created through the year for presentation during the festival. Last year over 325 works of art representing over 80 schools were featured.

Entertainment is also a memorable feature of the Des Moines Arts festival. With musical and performing arts performances on three stages, patrons can enjoy more than 50 hours of entertainment.

The Des Moines Arts Festival, a non-profit organization, is presented by *The Des Moines Register*, founded by the Des Moines Art Center and produced by Downtown Events Group. It is governed by a 24-member Board of Directors. The festival is dedicated to producing a free cultural event. Festival proceeds benefit the Des Moines Art Center and the continuation of the Des Moines Arts Festival.



FACT SHEET

DATES: June 27 - 29, 2008

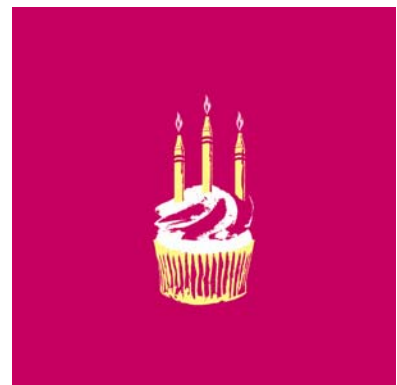
TIMES: Friday, June 27 - 4:00p.m. - 10:00p.m.
Saturday, June 28 - 10:00a.m. - 10:00p.m.
Sunday, June 29 - 10:00a.m. - 5:00p.m.

WHERE: Downtown Des Moines, Iowa
Western Gateway Park

WHAT: Des Moines Arts Festival

- 175 Premier Juried Artists
- 24 Emerging Iowa Artists
- 30 Family and Adult Arts Activities
- 20 Eclectic Food Booths
- 3 Stages hosting non-stop entertainment
- 22 Non-profit Organizations showcasing services and activities
- Sculpture Garden

ADMISSION: FREE TO ATTEND



DEMOGRAPHICS

Average attendance each year is 200,000.

Attendance in 2007 was estimated at 240,000.

59% Female

38% Male

30.2% Single; 64.9% Married or living with a partner

63% from Polk County

- 28.8% from Des Moines

- 11.7% from West Des Moines

- 8.8% from Ankeny

69% possess advanced degree

- 37% college graduates

- 16% Master's degree

25% with income of \$100,000 or more

19% with income of \$71,000 - \$99,999

16% with income of \$55,000 - \$70,999

73% own a home

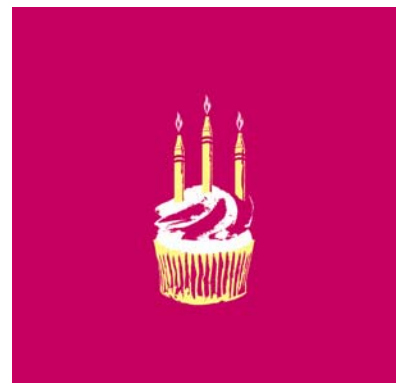
13.8% ages 21 - 29

16.5% ages 30 - 39

22.3% ages 40 - 49

17.1% ages 50 - 59

14.8% ages 60+



MARKETING EFFORT

For ten years, the Des Moines Arts Festival has been attracting visitors to downtown through an extensive media relations campaign. The Festival staff actively seeks to improve its media campaign by researching editorial calendars, suggesting distinctive story angles, and producing creative, compelling media kits and promotional materials.

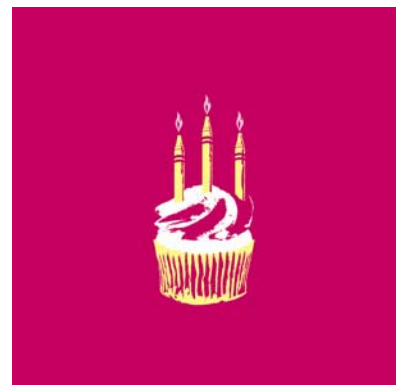
The Des Moines Arts Festival has an extensive public relations program that includes year-round efforts to:

- strengthen current media partnerships
- reach editorial boards
- distribute effective news story ideas
- schedule media interviews
- design a useful media kit

Media Partnerships – The Des Moines Arts Festival enjoys strong relationships with *The Des Moines Register*, WHO-TV 13, Des Moines Radio Group’s six stations, and Iowa Public Radio. All provide promotional support in all three mediums. As sponsors of the Des Moines Arts Festival, these media partners ensure additional earned media coverage before, during and after the festival. In addition to our sponsors, every Des Moines metro affiliate television station provides extensive coverage including lead storylines for each of the three festival nights in 2007!

News Releases – The media is provided an extensive Media Kit with compelling story ideas prior to, during and after the Des Moines Arts Festival to boost coverage. Interviews are coordinated with staff, artists, sponsors, and entertainers. In addition, news releases are distributed to media statewide and in surrounding metropolitan areas including Minneapolis/St. Paul, Omaha, Chicago, Kansas City and St. Louis.

Media Kits – Filled with fact sheets, news releases, maps, story angles and more, media kits make the task of covering the Des Moines Arts Festival convenient and newsworthy for the media. The media kit is distributed statewide and to the previously mentioned target metropolitan areas.



MARKETING EFFORT, CON'T

MEDIA PARTNERS

- *The Des Moines Register* – A statewide newspaper with a circulation of more than 200,000 people provides a minimum \$50,000 in advertising ad space.
- WHO-TV 13 – This local NBC affiliate donates more than \$67,000 in pro bono advertisements.
- Des Moines Radio Group – The Des Moines Radio Group consists of six major radio stations in Central Iowa and donates more than \$50,000 in advertising.
- Iowa Public Radio – Iowa Public Radio is a group of stations affiliated with National Public Radio Group that broadcasts AM statewide and consists of four Central Iowa FM stations. Collectively, they donate more than \$25,000 in advertising.
- In addition to free advertising space, the Festival works with InnoVa Ideas & Services, a local integrated marketing firm, to assist with promotional and marketing materials. InnoVa is responsible for creating the event's overall theme and branding each year and provides an estimated \$80,000 in complimentary services to the Des Moines Arts Festival.

RESULTS

Developing relationships with the media has proven a valuable asset to the Festival. Reporters call the Festival for story ideas throughout the year. By scheduling interviews with the media prior to the event, the Festival receives on-air time throughout the weekend. In addition, each of the six radio station sponsors have trucks on-site throughout the Festival doing live, hourly broadcasts. The Festival continues to be featured year-round through stories featuring artist updates and expansion news.

The 2007 Des Moines Arts Festival garnered more than \$1.2 million in earned media coverage.

RESULTS SAMPLING

\$316,582.79 in total editorial value

2,485 total column inches of editorial coverage

18,211,512 total print readership

252,420 total page views on festival website

\$1,531,300 total value of Festival's promotional campaign.



PRAIRIE MEADOWS NONPROFIT PROGRAM

INTRODUCTION

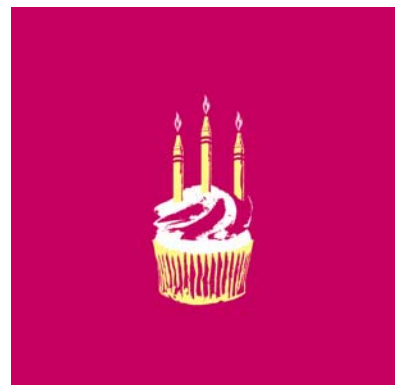
Des Moines Arts Festival and Festival Co-Sponsor Prairie Meadows invite organizations based in Polk County to apply for participation in the 11th anniversary edition of the award-winning Des Moines Arts Festival. Des Moines Arts Festival, winner of the 2007 Bronze Grand Pinnacle Award from the International Festivals & Events Association, is proud to offer fellow nonprofit organizations the opportunity to market and promote their organization to an estimated 200,000 guests during the annual festival slated for June 27-29, 2008 in Western Gateway Park on Locust and Grand between 15th and 12th streets.

The 2008 community festival will feature 175 of the nation's top visual artists, three stages of entertainment including live music and performing arts, and numerous family arts activities nestled in the beautiful new park in downtown Des Moines.

HOW TO PARTICIPATE

There are three ways to participate, however all methods require your organization to submit the enclosed attached by 5:00p.m. on Friday March 21, 2008. This application is available online at www.desmoinesartsfestival.org/nonprofit.

1. Provide an on-site interactive arts-related activity and volunteer staff to manage same during the length of the festival. No fee required. Your organization will be permitted to display signage and distribute information within the area.
2. Provide approximately 16 volunteers for an entire day. No fee required. Your organization will be permitted to utilize a community booth for one day to display signage and distribute information within the booth for the day. The 16 volunteers will assist the festival in general volunteer duties such as Artist Relations and art activities.
3. Apply for booth space rental and festival-provided tent. \$450 fee required. Your organization will be permitted to display signage and distribute information within the booth.



PRAIRIE MEADOWS NONPROFIT PROGRAM, CON'T

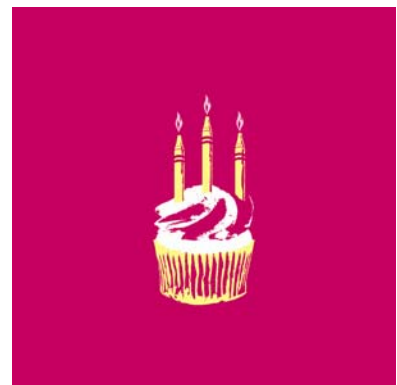
Due to the limited number of booth spaces available, applications will be reviewed and selected based on the information submitted. Of particular interest is the arts-related activity. Therefore, please provide a detailed description of your organization's proposed activity (use separate sheet if necessary). Also, each participating nonprofit organization will be required to assist in the marketing and promotion of the festival prior to the event and sign an Agreement.

THE FESTIVAL WILL PROVIDE

- One complimentary 10' X 10' tented space.
- A banner displaying your organization's name and logo.
- Two 8' skirted tables and two chairs.
- Interior tent lighting.

EXHIBITING RULES

- No merchandise, novelties, food or drink sales are permitted.
- No tipping is permitted.
- Raffleing or distributing of merchandise is restricted and must receive expressed written consent of the Festival. Request to do so must be included in your application. Permission will not be granted after the application process.
- Organizations may solicit memberships and hand out promotional literature and educational materials. The Festival must pre-approve a list of any materials you are intending to distribute (attach to your application if available).
- All performances must be pre-approved by the Festival.
- Organizations are responsible for maintaining a clean and orderly tent during all Festival hours.
- Upon approval of application, organization must enter into a contract with the Festival.
- All organizations and their participants must abide by the rules and policies of the Festival.



PRAIRIE MEADOWS NONPROFIT PROGRAM, CON'T

Booths are required to be open and attended at all times during the Festival, rain or shine.

Friday, June 27	4 p.m. - 10 p.m.
Saturday, June 28	10 a.m. - 10 p.m.
Sunday, June 29	10 a.m. - 5 p.m.

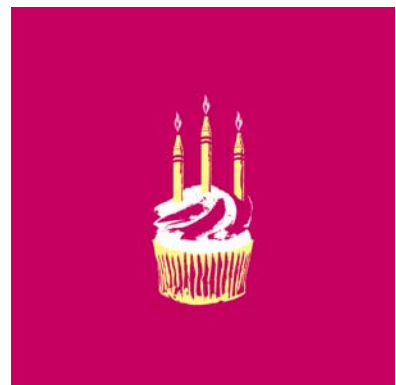
APPLICATION

If you would like to participate in the 2008 Des Moines Arts Festival, please submit the attached completed application **on or before Friday, March 21, 2008**. All organizations will be contacted by Friday, March 28. Accepted organizations will then be invited to an informational luncheon at Prairie Meadows.

Applications are available online at:

www.desmioneesartsfestival.org/nonprofit

With an expected attendance of 200,000 people, the 2008 Des Moines Arts Festival promises to be bigger and better than before! We hope you will take advantage of this opportunity and partner with us on this exciting event.



CONTACT INFORMATION

Please direct all questions and completed application by e-mail, fax or mail to:

Kelley Crosbie, Program Manager
700 Locust Street, Suite 100
Des Moines, IA 50309

515-286-4923 / phone
515-286-4942 /fax

Kelley.Crosbie@desmoinesartsfestival.org
www.desmoinesartsfestival.org

