

SPONSORSHIP PROSPECTUS

2023

des moines
arts festival

The Des Moines Arts Festival® is Iowa's largest and most prestigious arts and cultural event drawing over 200,000 people annually to downtown Des Moines the last weekend of June. For 25 years, this free, three-day festival has served as a celebration of arts and culture and been crowned by its peers as one of the best festivals in the world!

The Festival was originally founded in 1958 as the All Iowa Art Fair. In 1998, the Festival moved downtown where it now surrounds the John and Mary Pappajohn Sculpture Park. The Festival features 190 professional visual artists. Their original artwork in a variety of mediums reflects the very best, having been juried from over 1,000 applicants. Sponsors and non-profit organizations offer a variety of interactive arts activities designed to engage and enhance the experience for our guests. Live music, performing arts and strolling street theatre provide non-stop entertainment. Culinary offerings are provided by local and regional restaurants, breweries and mobile food vendors.

Showcasing our community and state through programs and activities that reflect the vibrancy of the arts in action is where we excel. Programs include Emerging Iowa Artists, Student Art Exhibition, Community Outreach Program, Volunteer Program, and the Non-Profit Program. Each provide unprecedented opportunities for our community.

The Des Moines Arts Festival is a non-profit organization governed by a 17-member Board of Directors. The Festival is dedicated to producing a free arts and cultural event. Festival proceeds benefit the numerous local non-profit organizations and the successful sustainability of the Festival.



about the festival

IMPACT LIVES THROUGH THE ARTS."

– Des Moines Arts Festival's
Mission Statement

Core Values

INSPIRE Appreciation of the Arts

We cultivate, educate and engage our audience toward a heightened appreciation of the arts.

Celebrate ORIGINAL Art

We produce an annual celebration of outstanding original art - that is created by the hand of the artist - in a festival atmosphere.

IMPACT Community

We foster and celebrate the involvement of all people.

Promote COLLABORATION

We promote and inspire meaningful collaboration to strengthen the arts community.

Deliver the Highest STANDARDS

We value professionalism and quality. We operate in a fair and honorable manner with transparency. We are strong financial stewards. We manage with responsibility and maximize value to our partners.

Innovate STRATEGICALLY

We champion new and emerging ideas.

Our Vision

Strengthen a Vibrant and Creative Community.





factsheet

Dates June 23 - 25, 2023

Times

Friday, June 23	11 a.m. - 10 p.m.
Saturday, June 24	11 a.m. - 10 p.m.
Sunday, June 25	11 a.m. - 5 p.m.

Location On the streets of downtown Des Moines, Iowa's Western Gateway Park surrounding the John & Mary Pappajohn Sculpture Park

What Visual arts, performing arts, live music, film, interactive arts, community outreach and children's programs from start to finish. 190 professional juried artists. Emerging Iowa Artists. Student Art Exhibition. Two stages with live music and entertainment. Interactive arts throughout the site, including the Creative Zone. Local food and beverages including a wide variety of craft beers.

Achievements Recipient of the coveted BRAVO Award from Bravo Greater Des Moines.
Winner of over 300 Pinnacle Awards from the International Festivals & Events Association, including the prestigious Grand Pinnacle Award eleven of the last thirteen years.

Admission Free to attend, thanks to you!

Audience 63% Female, 37% Male; 35% Never Married, 49% Married; 30% with income over \$100,000; 73% own a home; 64% are college graduates and post-graduate; All ages attend with 39% between 35-60.
Demographic details available by request.

Attendance 200,000+ expected

Volunteers 377 volunteers (2022). Female: 71%, Male: 29%



All Iowa Art Fair

Art in the Park

After 40 years behind the Des Moines Art Center, Art in the Park moved downtown in 1998 and changed its name to Des Moines Arts Festival.



Art in the Park



Iowa Artists Exhibition

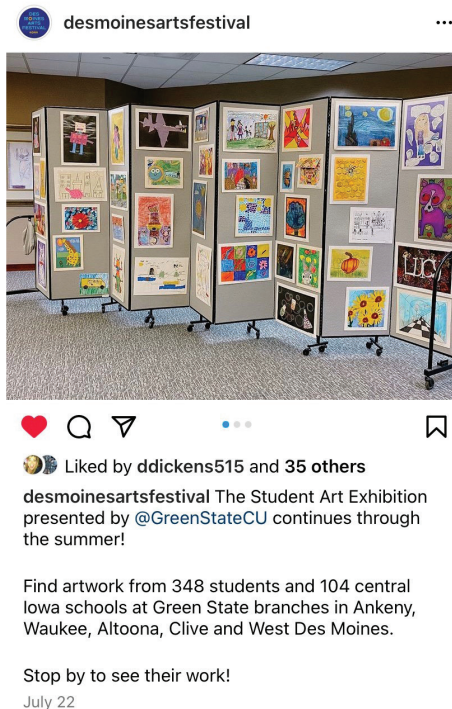


Des Moines Arts Festival, 1998



Des Moines Arts Festival, 2007

- Engage with an attentive, loyal and lucrative consumer base.
- Be an active contributor to Central Iowa's dynamic cultural landscape and quality of life.
- Align your brand with one of the most respected festivals in the world.
- Reach your target audience through multiple marketing and promotional opportunities.
- Help keep the Festival open and free for all people to attend.
- Take advantage of the Festival's aggressive and dynamic marketing campaign.



you're invited

DES MOINES ARTS FESTIVAL

2022 preview celebration

presented by **AmericanEnterprise** GROUP INC.

thursday, may 26, 2022
5:30 - 7 p.m.
american enterprise group
601 6th ave.

Join us to celebrate the 25th anniversary of the Gold Grand Pinnacle Award-winning Festival, applaud the recipient of the G. David Hurd Innovator in the Arts, celebrate volunteer milestones, and experience the unveiling of the 2022 Commemorative Poster by New York artist Ella Richards.

rsvp by may 18
desmoinesartsfestival.org/preview

presenting sponsor: **Nationwide**

preview celebration sponsors: **AmericanEnterprise**, **EXILE**, **Catspaw Market**



official festival guide

DES MOINES ARTS FESTIVAL

PRESENTED BY  Nationwide

western gateway park • june 24 - 26, 2022 • www.desmoinesartsfestival.org

friday 11 a.m. to 10 p.m. saturday 11 a.m. to 10 p.m. sunday 11 a.m. to 5 p.m.

Juried Art Fair presented by Nationwide featuring 188 of the nation's best artists selected from a competitive jury process / Emerging Iowa Artists Program presented by Principal® / Interrobang Film Festival featuring 40 films from 7 countries / Community Outreach Program presented by MidAmerican Energy Company showcasing and supporting Central Iowa nonprofit organizations / Live music on the Hy-Vee Main Stage featuring G. Love & Special Sauce, Moon Taxi and Cedric Burnside / BOOM ART! presented by MidAmerican Energy Company Roots Stage featuring William Elliott Whitmore, Sarah Shook & the Disarmers and Chicago Farmer / Green Arts Zero Waste Sustainability Program sponsored by Dotsdash Meredith / Silent Rivers Design+Build VIP Club Over 600 volunteers sponsored by Polk County Board of Supervisors / Student Art Exhibition and Visionary Artists Ceremony presented by GreenState Credit Union / Artist Demonstrations / Emerging Iowa Artist demonstrations presented by Principal® / Interactive Arts Activities / DMAF Curated Exhibition / Yoga in the Park / Wearable art at two Arts Festival Shops / The Des Moines Playhouse presents Matilda / Wide variety of beverages from Exile Brewing Company, Gateway Market and craft beers from throughout Iowa / Eclectic food booths and food trucks

#DMAF | #GOWHEREITTAKESYOU

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Prairie Meadows Racetrack &
Casino

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Mark Feldmann

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Scott & Keaton Pulver
Jane & Robert Sturgeon

Special thanks to the following individuals and organizations that help to make Des Moines Arts Festival® a great success: Ford and Garland, Friends of Central Iowa Trails, Western Gateway Businesses & Residents



2022 sponsors

AMERICAN ENTERPRISE GROUP · AMERICAN EQUITY INVESTMENT LIFE INSURANCE · ATLANTIC BOTTLING COMPANY · BRAVO GREATER DES MOINES · BUICK GMC · CENTRO RESTAURANT · COUNTRY LANDSCAPES · G. DAVID & TRUDY HOLMAN HURD FUND · DES MOINES RADIO GROUP · DOTDASH MEREDITH · ELECTRONIC ENGINEERING · EXILE BREWING COMPANY · GATEWAY MARKET · GREENSTATE CREDIT UNION · HILLARY FIELDS SEND CREATIVE SERVICES · HY-VEE · IHEART MEDIA · IOWA ARTS COUNCIL · IOWA DEPARTMENT OF CULTURAL AFFAIRS · IOWA PUBLIC RADIO · JOHN DEERE · KUM & GO · MEET IN IOWA · MH EQUIPMENT · MIDAMERICAN ENERGY COMPANY · NATIONWIDE · NATURAL GROCERS · NB GOLF CARS · POLK COUNTY BOARD OF SUPERVISORS · PRAIRIE MEADOWS · PRINCIPAL · RENEWAL BY ANDERSEN · RUAN FOUNDATION TRUST · RUPPERT RIGGING & HAULING · SILENT RIVERS DESIGN + BUILD · USCELLULAR · VERO · VOLUNTEERLOCAL · WHO-HD · ZIEGLER CAT

live music at

DES MOINES ARTS FESTIVAL



presented by



Nationwide

june 24 - 26, 2022

western gateway park

moon taxi | g. love & special sauce
with cedric burnside

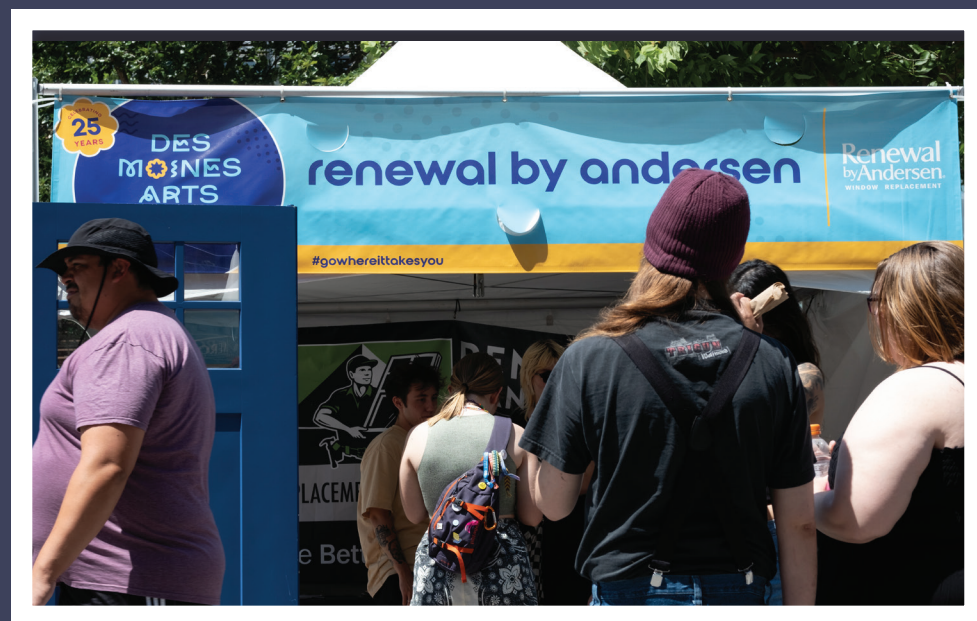
Join us alongside tens of thousands of guests from June 23 - 25, 2023 in the heart of downtown Des Moines to celebrate arts and culture in the Hawkeye State.

At the Des Moines Arts Festival, we believe in customizing a sponsorship package that works for you!

Whether you are looking for branding or corporate giving, we have a broad selection of opportunities that include attaching your name to a project or special event. Some of these events have a longer shelf life than the three-day festival.

If your goal is marketing, public relations or community giving, or a combination, we will find the right fit for your company. We'll work with you to design a package that accomplishes the goals of your business model.

Sponsorships range in price from \$5,000 for a basic on-site activation or promotional partnership to the \$110,000 presenting level. We entertain both cash and in-kind inquiries and encourage participation. We're proud of our generous partners who create magical and creative experiences during the Festival.



AVAILABLE BENEFITS INCLUDE:

Naming Rights: Attach your company name or brand to the Festival or specialty area within the Festival.

Printed Materials: Posters (1,000), postcards (5,000), Advertisements, and Official Program (5,000).

Advertising: Radio, television, online, and print.

Website/Social Media: Listing or brand on desmoinesartsfestival.org. Robust, active and high volume engagement with all social media channels.

News Releases: News releases issued by the Festival include sponsor names according to the level of investment. Dedicated news releases issued for certain programs and levels of investment.

Festival Program: 5,000 printed comprehensive guides to the Festival include advertisements and advertorials for sponsors.

Entry/Exit Towers: Company name or brand on towers at each major Festival entrance/exit.

Booth Space: On-site space and infrastructure to support marketing of your brand.

Collateral: Your brand on support collateral for program or other assets.

Exclusivity: Enjoy freedom from competitors.

Hospitality: Enjoy the hospitality of the Silent Rivers VIP Club, one of the nation's best designed and executed VIP suites. Complimentary food and beverages, plus the best seat in the house for viewing the Main Stage.

2023 programs



VISUAL

Valued as one of the most prestigious juried art fairs in the country, the Festival offers an electric variety of fine art and fine craft selected from a competitive jury process.



MUSIC

Local, regional and national acts perform on the Main Stage and Roots Stage. Past headliners include The Strumbellas, Mat Kearney, Gin Blossoms, Saint Motel, lovelytheband and G. Love & Special Sauce.



PERFORMING ARTS

Dance, theatre and more perform on the streets and unexpected places. The Festival has hosted such greats as eVenti Verticali, Satyrus Jeering, the Des Moines Playhouse, Iowa Dance Theatre, and The Joffrey Ballet.



FILM

Celebrating its 16th year, the Interrobang Film Festival® merges traditional film production with public screenings of features and shorts, talk-backs, workshops and more in keeping with the Festival's value of guest interaction.



INTERACTIVE ARTS

Throughout the Festival, guests of all ages have the opportunity to get creative and hands-on with art, music, dance, and more! These activities are found in sponsor booths and the Creative Family Zone.



EDUCATIONAL PROGRAMMING

The Student Art Exhibition celebrates artists in grades K-12, exhibiting the original artwork of hundreds of students from Central Iowa schools during the Festival and for six weeks after.



COMMUNITY OUTREACH

The award-winning Community Outreach Program showcases and supports over 20 Central Iowa nonprofit organizations.



EMERGING ARTISTS

The Emerging Iowa Artist Program provides a unique opportunity for aspiring artists currently enrolled in or recently graduated from a university, college or art school to apply for exhibit space at the Festival.



INTERACTIVE ART PROJECT

Each year the Festival features a large-scale interactive art project that is assembled by the collective hands of the community. Past years projects have included the now-famous Billboard Project.



SUSTAINABILITY

The Festival is committed to "reduce, reuse and repurpose" with environmentally friendly initiatives and a little creativity.



VOLUNTEER

With over 800 volunteers engaged annually, the Volunteer Program is strategically positioned to support and enable the festival to reach its goals. Volunteer efforts are led by the Event Management Team, a volunteer group.



ARTIST DEMONSTRATIONS

Presented by emerging and professional artists, artist demonstrations expose the creative process to festival guests.



MERCHANDISE

The award-winning merchandise program offers a wide-range of current and fashionable original designs sold at two on-site Festival Stores and online through the Festival website.



CHILDREN'S PROGRAMMING

Engaging children in the arts is an important objective because it furthers their appreciation, as well as educates. Many interactive projects are designed to stimulate children's creative process.



PATRON PROGRAM

Patrons provide a rare opportunity to engage with the Festival through individual financial and in-kind support. Festival patrons receive a wide assortment of benefits and access to exclusive events and offerings.



VIP CLUB

The Silent Rivers VIP Club offers an incredible hospitality experience, providing the ideal location for enjoying the Festival in style and comfort.



QUINCY'S ART JOURNEY

A special sensory inclusion experience for guests with special needs to enjoy the arts on their terms. The experience is filled with color, lights, textures, scents and sounds.



FOOD AND BEVERAGE

A wide variety of food options, paired with Iowa's craft beers, is one way to enjoy the culinary arts at the Festival. With over 30 food booths and a variety of Food Trucks, the Festival offers an eclectic mix of flavors.

Contact Information

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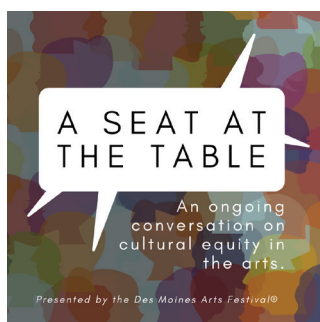


www.desmoinesartsfestival.org
515.416.6066



ARTS WORK

The Des Moines Arts Festival organization produces the following community arts events and programming outside of the annual festival, under the umbrella of our partner organization, ARTSwork.



A SEAT AT THE TABLE

A Seat at the Table is a series of quarterly conversations featuring a panel of community partners sharing how they have been working towards cultural equity and how we, as a community, can collaborate to elevate the arts. The program strives to advance cultural equity, diversity and inclusion in our arts and culture community.



WINE & CLAY

Wine & Clay celebrates the earth arts by showcasing pottery, figures, tiles, tableware, fibers, jewelry, wood and more while also showcasing a variety of wines which are available for purchase as a sampling flight or single glass. Guests also enjoy clay demonstrations, music culinary faire and the first opportunity to purchase the annual commemorative ornament.

MICRO GRANT DINNER



MICROGRANT DINNER

A MicroGrant Dinner is a ticketed event that includes artist presentations, a contribution to a local art project and a delicious meal. During the dinner, five artists pitch their project to the guests. After all five presentations, the guests vote on their favorite idea. The winning artist takes home the ticket proceeds as a microgrant to complete the project.



CREATIVES BREAKFAST CLUB

Similar to a rotary or chamber, the Creative's Breakfast Club meets monthly and offers professional development and educational opportunities for creative entrepreneurs in a relaxed, scheduled and non-threatening atmosphere.