

DES MOINES ARTS FESTIVAL®

2025



FINAL REPORT





ABOUT THE FESTIVAL



DES MOINES ARTS FESTIVAL®

Western Gateway Park | Des Moines, IA

June 27 - 29, 2025

OUR MISSION

Impact Lives through the Arts.

OUR VISION

Strengthen a Vibrant and Creative Community.

OUR CORE VALUES

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

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

We foster and celebrate the involvement of all people.

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

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.

We champion new and emerging ideas.

OUR HISTORY

The **Des Moines Arts Festival®** traces its beginnings to 1958 when the Des Moines Art Center hosted its inaugural **Art in the Park** on the grounds of Des Moines' fine art museum. In 1997, with the advent of revitalized downtown urban energy, momentum grew to reinvigorate the 40-year-old event. Armed with a new name and a new location, the 1998 Des Moines Arts Festival splashed onto the Downtown bridges that spans the Des Moines River, showcasing the nation's premier artists and creating an opportunity for people of all ages to embrace the arts.

Early in the Festival's growth, it was determined that exhibiting artists would drive the core of the show. With this focus, multiple programs were introduced over the years to strengthen the Festival's emphasis on visual art. The **Juried Art Fair** attracts professional artists from around the globe. With approximately 950 applications annually, it remains one of the country's most competitive and well-respected art fairs.

Visual arts extends to all ages. In 2002, the Festival introduced the **Student Art Exhibition (SAE)**, originally named Nurturing a Student's Vision, and **Artist Demonstrations**. The SAE was developed to encourage children to follow their passion for visual art. The Program has since blossomed to include more than 100 central Iowa schools and 400 students and their artwork. The Artist Demonstrations made art accessible and created a better understanding between artists and their artwork. In 2003, the Festival reached new artists in Iowa through the **Emerging Iowa Artist** program. This unique program provides an opportunity for residents of Iowa who are enrolled at any institute of higher education across the nation to display and sell their artwork during the Festival. Twenty years later, the program expanded in 2023 to welcome artists starting a new career in the arts at any phase of their life.



In 2006, the Festival made significant transformations with a new site and new leadership, seasoned festival and event executive Stephen King. The new location was eight blocks west of the original bridge site, in what was then Phase One of the construction of **Western Gateway Park**. The site featured an abundance of green space surrounded by two marvelous buildings - the Central Library, designed by acclaimed architect David Chipperfield, and the John and Mary Pappajohn Higher Education Center. In the years that followed, Western Gateway Park experienced exponential growth with the addition of the John and Mary Pappajohn Sculpture Park (2010) and the Renzo Piano Building Workshop designed headquarters for Krause Group (2020).

The following year the Festival expanded its entertainment program and celebrated its 10th anniversary with a special performance by The Joffrey Ballet and several new initiatives including the introduction of the **Interactive Billboard Mural Project**. The project utilized the collective hands of



the community by creating two billboard-sized replicas of Vincent van Gogh's *The Starry Night* and *Irises*. The project was revived in other years featuring *The Hour of Tea* by Frederick Carl Frieseke and *Autumn, New Hampshire* by Maurice Prendergast (2008) and *Sunday on the Island of La Grande Jatte* by Georges-Pierre Seurat (2014). The program was resurrected in 2023 with another piece by Seurat, *The Circus*. In 2024, the program evolved into *The Mural Project*, producing two murals, "Day" and "Night", collectively called *Together We Flourish*. This original art work created by Emma Parker in collaboration with ArtForce Iowa and students from East High School and Roosevelt High School in Des Moines. The completed murals were permanently installed at the aforementioned high schools after the Festival. In 2025, the Festival partnered with ArtForce and Des Moines Public School students to create *Be The Change* which was later permanently installed at Hoover High School.

ABOUT THE FESTIVAL

The **Interrobang Film Festival** premiered in 2008 and has since screened over 700 films and become IMDb certified. Also in 2008, the Festival introduced its award winning **Green Arts Sustainability Program**. The program emphasizes education and responsible measures, including compostable cups used for dispensing beverages, generators run on a bio-diesel blend, and waste stations to sort recyclables, waste, and compostable items.

While music has been part of the Des Moines Arts Festival® since its beginning, over time the entertainment experience has evolved as a reflection of the communities changing interests. Pop-up performers, dance groups and musicians are all paid for their time and talent. In turn, the Festival maintains free admission to each entertainment performance including its national headliners. Since advancing the Festival's commitment to live music, it has hosted national artists such as lovelytheband, Here Come the Mummies, Grand Funk Railroad, Gin Blossoms, Saint Motel, Sir Sly, The Family Stone, Spin Doctors, Big Head Todd and the Monsters, Joe Purdy, and many more.

In 2011, the Festival partnered with Greater Des Moines Habitat for Humanity for a **"Blitz Build."** The house's exterior was completed and hauled off-site Sunday for an area Des Moines family to enjoy. The partnership would again provide a home in the Des Moines community in 2013, 2014, 2019, 2021, and 2024.

The Festival's 15th anniversary featured an all-Iowa lineup of live music and the community assisted Emerging Iowa artist Abby Butson with the creation of a giant mural known as the **Paint the Skywalk** project for downtown Des Moines. In 2015, **Birds of a Feather** was commissioned for Metro Arts Alliance's 40th anniversary and painted with help from thousands of visitors at the Festival. The public created hundreds of dove-sized bird kites out of re-purposed vinyl,

which fly behind the "big bird" like a jet trail. Birds of a Feather flies as a permanent installation at the Des Moines International Airport. In 2016, the Festival welcomed **BOOM! ART**, an interactive mural project suspending a colorful collaboration 30 feet high from the all-new, all-electric MidAmerican Energy Company bucket truck. BOOM! Art has continued at each Festival since.

In 2017, Des Moines Arts Festival celebrated its 20th anniversary with the **"20 Party,"** an evening to toast the Festival's history. During the Festival, two performing acts captivated guests, eVenti Verticali's WANTED comedy aerial show and the Secret Walls smack-down art competition. Guests also enjoyed the street theatre experience of Bill Robison and Fantastic Patrick. The Festival commemorated the 20th anniversary with a permanent mural on the side of the Ford and Garland Building of the year's commemorative poster, **The Dream by Des Moines artist Chris Vance.**

While plans were sidelined for the 2020 Festival due to the Covid-19 pandemic, the organization focused on new opportunities while moving the **Student Art Exhibition** and **Interrobang Film Festival** online. The organization launched **A Seat at the Table**, an online conversation to elevate diversity and culture in the arts and began to offer professional development to creative entrepreneurs. 2021 proved that the comeback is always stronger than the setback with a re-organized site for social distancing. The Festival celebrated its 25th anniversary in 2022 with more artists, programming and activities than ever before and grew again in 2023 with an even larger amount of free interactive art activities, more live music and the return of roaming street theatre. The 2024 Festival saw some of the largest crowds ever as the marketing focused on celebrating individual artists of all disciplines.

The 2025 Festival saw an advent of new programming and additional guest support. The Festival welcomed activities highlighting the literary arts and fashion while also creating **Quincy's Sensory Space** for guests with sensory sensitivities and their care teams to have a respite from the busy Festival.

The first Art in the Park attracted little more than a few hundred people. Six decades later, the Festival has established itself as the signature arts and culture event in Iowa and one of the world's most prestigious and admired festivals. With an annual attendance exceeding 200,000 people since moving downtown in 1998, the Festival has welcomed more than 4 million visitors. The international community has recognized the Festival with over **375 industry awards, including the Gold Grand Pinnacle Award.**



Above: Quincy's Sensory Space.

FESTIVAL DEMOGRAPHICS

\$8.2 MILLION
ESTIMATED ECONOMIC IMPACT

FESTIVAL BUDGET:
REVENUE: \$1,359,696
EXPENSES: \$1,374,447

VOLUNTEERS:

386 UNIQUE VOLUNTEERS
4,230 VOLUNTEER HOURS
502 SHIFTS FILLED



VOLUNTEER AGES:

14 - 19: 6%
20 - 39: 32%
40 - 59: 45%
60 - 80: 17%

TOTAL NUMBER OF YEARS VOLUNTEERED:

152: First-time volunteers
165: Individuals serving 1 - 5 years
62: Individuals serving 6 - 20 years
7: Individuals serving 20+ years

STAFF:

3.5 FULL TIME STAFF
4 FULL TIME (FEB. - JULY) SUMMER INTERNS
2 PART TIME CONTRACTED STAFF

POSITIONS:

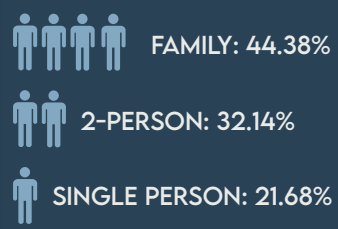
- Executive Director
- Director of Guest Engagement
- Director of Community Relations
- Event Coordinator (PT)
- Social Media Manager (PT)
- Volunteer Coordinator (PT)
- Graphic Design Intern (2)
- Program Intern (2)

Founding/Incorporation Date and Management System: Founded in 1998 as a 501(c)3 non-profit; volunteer board with full-time executive director.

GUEST DEMOGRAPHICS*

175,000 ESTIMATED GUESTS

HOUSEHOLD:



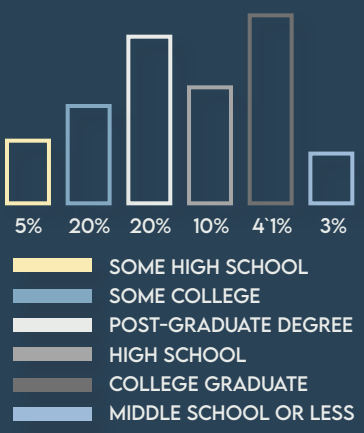
MARITAL STATUS:

NEVER MARRIED.....35%
MARRIED.....49%
SEPARATED.....1%
WIDOWED.....3%
DIVORCED.....10%

AGE:

<18.....8%
18-20.....5%
21-24.....10%
25-29.....10%
30-34.....10%
35-39.....6%
40-44.....6%
45-49.....7%
50-54.....10%
55-59.....10%
60-64.....8%
65+.....9%

EDUCATION:



INCOME:

<\$15K - 24,999.....20%
\$25K - 34,999.....6%
\$35K - 49,999.....12%
\$50K - 74,999.....17%
\$75K - 99,999.....13%
\$100K - 149,999.....15%
\$150K - 199,999.....8%
\$200K.....7%

GENDER:



RACE:

CAUCASIAN.....81%
BLACK.....5%
ASIAN.....5%
HISPANIC / LATINO.....3%
TWO OR MORE RACES.....3%

PROFESSION:

PROFESSIONAL/TECHNICAL.....37%
STUDENT.....14%
RETIRED.....9%
EDUCATOR.....8%
OTHER.....6%
SALES.....6%
SERVICE.....5%
CLERICAL/SECRETARIAL.....4%
HOMEMAKER.....3%
AGRICULTURE/FORESTRY.....2%
CONSTRUCTION.....2%
NON-PROFIT.....2%
MILITARY.....1%
UNEMPLOYED.....1%

***2019 SURVEY**

2025 FESTIVAL PROGRAMS:

Juried Art Fair

Emerging Iowa Artists and Emerging Artist Programs presented by Principal®

The Mural Project presented by Athene in collaboration with ArtForce Iowa

Quincy’s Sensory Space presented by DLR Group

24 film screenings at the Interrobang Film Festival

Community Outreach Program presented by MidAmerican Energy Foundation, showcasing and supporting 20 central Iowa non-profits

Live music on the Hy-Vee Main Stage

Music, Fashion, and Literary Arts on the Roots Stage presented by Cedar Ridge Distillery

22 Artist Demonstrations

BOOM ART! presented by MidAmerican Energy Company

Silent Rivers Design+Build VIP Club & Hospitality Suite

Green Arts Zero-Waste Sustainability Program supported by Urban Ambassadors

Student Art Exhibition and Visionary Artists Ceremony presented by GreenState Credit Union

Official merchandise and apparel were available at two Arts Festival Shops

Artisan Food and Beverages

Non-Profit Partners Program

Liquid Art featured a special menu of handcrafted cocktails, mocktails, and specialty beers.

Preview Celebration presented by Wellabe

REVEAL presented by Foster Group

Over 500 volunteers



BOARD OF DIRECTORS

Brian Laurenzo
Chair, Brick Gentry

William Burma
Immediate Past Chair,
Grand View University,
Retired

Natalie Tomaras
Treasurer, American
Equity Investment Life
Insurance Company,
Retired

Marsha Aldridge
Chair-Elect, Nationwide,
Retired

Marquas Ashworth
Ashworth Development

Connie Boesen
Mayor, City of Des
Moines

Brooke Fultz
Secretary, Principal

Kristina Huntsman
Event Management
Team, ChildServe

Stephen King
Executive Director

Chris Kramer
CK Resource Group

Matthew McKinney
BrownWinick,
West Des Moines City
Council

Susan Patterson Plank
ReBuild Local News

Carl Voss
Des Moines City Council

Michele Wilkie
Prairie Meadows

San Wong
Iowa Department
of Human Rights

EVENT MANAGEMENT TEAM

Artist Relations
Amanda Leonard
Andrew Tincher
Ann Rolow
Jac Maranell
Jennifer Johnson
Madison Bemus
Sean Masters

Banner Director
Sage Halfhill-Boone

Beverage Czar
Alicia Lynch
Melissa Winters

**Beverage Partner:
Community Youth
Concepts**
Addie Trueblood
Alicia Vermeer
Catherine Cook
Lee Harper

**Beverage Partner:
Cowles Montessori
Parent Group**
Amanda Wiebers
Zach Scott

**Beverage Partner:
Des Moines Refugee
Support**
Alison Hoeman
Mallory Bennett
Tisa Johnson

**Beverage Partner:
Perkins Elementary
PTA**
Amber Graeber
Erik Weber
Lindsey Weis
Stacy Satterstrom

Food Vendor Relations
Amanda Joseph
Kate Steffen
Marsha Aldridge
Michele Ramsey
Sophia Karau

Ice Crew
Luke Dickens
Kurt Weakland
Maya Weakland

**Interrobang Film
Festival**
David Durong
Eduardo Cruz
Mary Bonstrom

Jury Coordinator
Kelly Foss

Merchandise
Bridget Murphy
Carlene Kurschinski-
Rivera
Emma Webb
Jessica Fink
Tracee Collins

**On-Site Office
Managers**
Heidi Hoffman
Judi Mireles
Katie Dale
Marh Abdulmahdi

Media Team
Alan Jacobs
Cameron Seitz
Cedar Halfhill-Boone
Dwight Tomes
Ethan Nguyen
Finn Huggins
John Ryan
Keely Rosenberg
Kierra Harrison
Madeleine King
Sam Christianson
Steven Volk

POS/Technical Support
Dylan Verhoef
Ryan Rohlf

Production
Cory Wright
Hannah Graves
Jamison Lynch
Kaci Wiegand
Katherine King
Kellan Murphy
Megan Hanson
Michal King
Mitch Rogers
Sage Halfhill-Boone
Tony Behnke

Sponsor Relations
Carrie Thede
Jeff Petterson
Julia Verhoef
Kent Maahs
Kimberly Kerr
Robert Lee

Stages
Ashley Bohnenkamp
Dan Ray
Karina Abbott
Kristina Huntsman

Student Art Exhibition
Alicia Lynch

Sustainability
Brittney Stelmacher
Jessie McBroom
Kyle Fiala
Tanner Faaborg

Volunteer Relations
Jennifer Kellner
Madalyne Rutledge
Sally Corcoran
Zoe Schmitz

STAFF

Stephen King, CFEE
Executive Director

Daphne Dickens, CFEE
Director of Guest
Engagement

Colleen Murphy, CFEE
Director of Community
Relations

Sage Halfhill-Boone
Event Coordinator

Madeleine King
Social Media and
Photography

Stacey Nay
Volunteer Coordinator

Sophie Danker
Program Intern

Emily Hockett
Graphic Design Intern

Ana Kacmarynski
Graphic Design Intern

Atiana Pilipovic
Program Intern





PROMOTION AND MARKETING GOALS FOR 2025

- Use black and white imagery to tell the story of the Des Moines Arts Festival.
- Promote the expanded programming that focuses on areas beyond the visual arts.
- Showcase and celebrate artists that are participating in the Juried Art Fair.
- Elevate the robust free activity opportunities including the Mural Project and Creative Zone.
- Inform guests of amenities including Quincy's Sensory Space, the Bike Valet, parking, food vendors and more.
- Highlight the free live music headliners and line-ups.
- Increase recruitment and celebrate the hundreds of volunteers that support the Festival.
- Engage and thank sponsors.
- Partner with social media influencers to share content to new audiences.
- Elevate the Patron Program as a way to support the free-to-attend Festival as a donor.
- Promote the Festival to markets outside of Des Moines.
- Highlight the need for festivals and events as community builders.
- Generate buzz about the Des Moines Arts Festival during the weeks leading up to the three-day event.
- Increase social media engagement with Festival guests, vendors, sponsors, staff and volunteers.
- Engage and promote each professional visual artist with ever-increasing digital fan base, and theirs, through a robust social media campaign highlighting all exhibiting artists in separate posts.
- Inform the community that the Festival is produced by a singular 501c3 non-profit organization.
- Increase awareness of the variety of all ages programming that is offered at the Festival.
- Strengthen the Festival's brand as an internationally recognized event and annual regional attraction.
- Strengthen the Festival's brand as a catalyst for economic growth.
- Promote the Festival as a community event that impacts economic development and quality of life for Des Moines, Iowa, and the Midwest Region.



MEDIA RELATIONS

The 2025 editorial media relations campaign targeted local and regional news media outlets to generate news coverage that would increase general awareness of the Festival. Through these opportunities, the Festival highlighted information about the **Juried Art Fair**, Festival amenities and Festival programming. To accomplish this, the Festival distributed news media releases and engaged in direct outreach with media outlets throughout central Iowa and neighboring regions.

News releases and media pitches included information on art and artists, live entertainment, interactive arts activities, special festival programming, “pro tips” for an outstanding festival experience, artist awards, and more, with all materials highlighting Festival sponsors and partners. Media materials were also posted in the Festival’s online portal, and portions of the content were strategically re-purposed for Festival social media and newsletters as appropriate.

Leading up to the Festival the focus was on the artists, free activities, programming and live music line-up with a constant spotlight on patrons and volunteer recruitment. When the Festival opened, the focus shifted to highlight the artists in the Juried Art Fair and the guest experience.

As a result, much of the earned media coverage spotlighted the visual artists, musicians and free activities. Early coverage also highlighted the community support and guidance of Festival leadership, partners and sponsors as the primary reasons the Festival has flourished.

A highlight for 2025 was an in-depth look at **Quincy’s Sensory Space – a new space for guests with sensory sensitivities and their care teams**. WHO-13 (NBC affiliate) News Anchor, Erin Kiernan dove into the project, the people behind it and shared a heartwarming story.

Other earned media coverage highlights for 2025 included live quotes from and interviews with the Festival team and partners, high profile artists, and community partners, live music, commemorative poster and references to the Festival’s economic impact for the Des Moines region.



Above: Erin Kiernan greeting Quincy Hostager

From the Festival’s jury announcement through the week after the Festival, the earned media outreach campaign garnered more than 30 interviews, 89 mentions on the NBC, ABC, and CBS TV affiliates in Des Moines, 18 articles in Iowa newspapers; 47 on radio features; and 82 stories posted on online news sites, **due to this success, the Festival attendance reached over 175,000.**

RESULTS SAMPLING

Earned media included 82 digital placements, 18 press placements, 47 radio features and 89 broadcast television mentions. 30 television and radio interviews conducted from the Jury announcement in February through the Festival at the end of June.

A partnership with local lifestyle influencer Des Moines Girl generated a video featuring Festival artists selling work for \$100 or less. The video performed higher than average content with 22,761 views and earning 753 likes, 77 shares, and 36 saves. Billboard ads placed throughout central Iowa on 26 boards garnered 4.8 million impressions. The Festival targeted Central Iowa with special digital ads for the Patron Program. These ads garnered 153,000 digital impressions. The Festival also placed ads with Hola Iowa and La Prensa



Top left: print ad in La Prensa; bottom: billboard; middle and right: digital ads.

MEDIA PARTNERSHIPS

To enhance the earned media campaign, the Festival secured promotional media partnerships with the **Des Moines Radio Group, iHeart Radio, Iowa Public Radio, and WHO-13**. The promotional campaign resulted in a robust mix of TV, radio, and online advertising placements in May and June, with a significant content focus on the Festival, the presenting and supporting sponsors, volunteer opportunities, patron support, live entertainment, and free interactive arts activities.

WHO-13, the Des Moines NBC affiliate, is a longstanding Festival partner. In 2025, the station supported the Festival on a number of platforms both pre-event and during the Festival, including live and recorded interviews and mentions on news shows, promotional on-air announcements, digital coverage, and social media content, for an estimated value of \$65,322.

Longtime partner Des Moines Media Group, a family of nine radio stations in central Iowa, donated 235 promotional mentions, website exposure, social media mentions, emails, and live broadcasts in support of the Festival with a total promotional value of \$41,376.

Returning to support the 2025 Festival was iHeart Radio Des Moines. The group of seven stations contributed 196 promotional mentions in a blend of live and recorded public service announcements, live interviews, social media and web event listings.

Finally, Iowa Public Radio aired a total of 918 broadcast announcements for an advertising value equivalency of \$10,098.

\$723,650.91

ADVERTISING VALUE EQUIVALENCY



Above: Artist Reiko presenting her art on Hello Iowa. Below: Artists Jenna Brownlee being interviewed.





DIGITAL MEDIA

DESMOINESARTSFESTIVAL.ORG



Homepage of DesMoinesArtsFestival.org

The official Des Moines Arts Festival® website, **desmoinesartsfestival.org**, serves as a powerful tool for communicating clear and direct information between the Festival team and partners, artists, and guests. All marketing and communication is directed to the website so that it may serve as a Festival hub. It is a 24-hour destination that can be readily accessed for event details, important updates, daily schedules, and Festival highlights. The site is responsive for desktop, tablets and mobile devices.

For partners, the website is used to house partner specific details. Artists, food vendors, musicians, sponsors, and volunteers can each find tailored information about programs including applications, deadlines, and fees.

For Festival guests, the site houses guest specific messaging such as artist biographies and connections, daily schedules, food vendor and on-site beverage options, film biographies, and so much more. Guests can support the Festival through the website by making a donation, purchasing a patron package or buying Festival merchandise. Throughout the Festival weekend, it is easily updated to reflect any changes in the schedule or planned activities.

The website is an important tool in recruiting and recognizing sponsors and partners and elevates their importance in the programs they sponsor. The site links to all sponsors to assist guests in making the important connection to these partners.

Media and marketing partners can easily find program specifics, links and images designed for their use so that they can easily highlight the Festival on their platform. It also provides media partners with direct communication to the media team.

Finally, the website is the platform that all marketing, advertising and communication is linked to in order to provide the most accurate and detailed source for Festival information and inspiration.



PAGE VIEWS:

295,050

WEBSITE VISITS:

94,685

NEW USERS:

58,104

TOP FIVE CITIES:

- DES MOINES
- OMAHA
- URBANDALE
- MINNEAPOLIS
- ANKENY

DATA FROM JANUARY 1, 2025
TO JUNE 30, 2025

E-NEWSLETTER

The Des Moines Arts Festival's® Official newsletter, **CANvas**, is sent out bi-weekly throughout the year with information about Festival program opportunities and news from Central Iowa's creative community. CANvas is the best place to learn about Des Moines Arts Festival application openings for artists, food vendors, community partners and volunteers.

Beginning in April, the Festival creates a series of Festival special editions that highlight various parts of the Festival. It begins with celebrating volunteers for National Volunteer Week and ends the day after the Festival with highlights from the weekend. These emails use a special marketing branding that is dedicated for that year's Festival. An example of a Daily email can be seen on the far right.

The Ultimate Guide is released through the newsletter platform with links to all of the programs and sponsors. The Festival also sends out Daily Schedules each morning of the Festival which highlight things to experience each day of the Festival.

MAILBOXES: 4,023

OPEN RATE: 42.1%

July 2, 2024 - July 1, 2025

CANVAS

THE NEWSLETTER OF THE DES MOINES ARTS FESTIVAL



Scott Hildebrant takes "Best in Show"

Colorado artist **Scott Hildebrant** earned Best in Show at the **2025 Des Moines Arts Festival**. Scott is a mixed-media artist with a passion for finding ways to repurpose discarded antique vessels and giving them new life by building miniature vignettes using vintage clocks, cameras, radios, toys, and various other vintage and antique vessels. Each scene is a one-of-a-kind view of everyday life, whether it is a snapshot of nature or a glimpse of a bustling city.

The Juried Art Fair and Awards are the centerpiece of the nationally recognized Festival. A total of eleven awards were given. The award winners each received a cash prize and an automatic invitation to the **2026 Des Moines Arts Festival, June 26 - 28**.



THE DMAF GUIDE: SATURDAY, JUNE 28

It's DAY 2 of the [Des Moines Arts Festival](#)!

Here are a few highlights for Saturday, June 28, or visit our website to see today's full schedule. Stay tuned to our [social media](#) for updates throughout the weekend or visit our website to learn more about the 2025 Festival.

SCHEDULE - SATURDAY, JUNE 28

Check this out... Literary Arts

From poetry to prose, the Literary Arts are happening today at The Roots Stage presented by [Cedar Ridge Distillery](#).

Listen to this... Tonic

Tonic will rock the [Hy-Vee](#) Main Stage tonight at 8:30 p.m. with chart topping hits like "If You Could Only See" and "You Wanted More."

Gotta taste... Pappajohn Punch

Our friends at [Cedar Ridge Distillery](#) have brought in their new cocktail trailer and a variety of drinks like Pappajohn Pinch and American Gothic Mule. You can find Cedar Ridge across from The Roots Stage.

Can't miss moment... Student Art Ceremony

Big smiles are all around as students from across Central Iowa are recognized for their artwork. Grades K - 4 will be recognized on the [Hy-Vee](#) Main Stage at 11:30 a.m. and grades 5 - 12 will have their

SOCIAL MEDIA

The Des Moines Arts Festival® places a heightened focus on social media because it is where most people get their information. Because of this, the Festival’s Facebook and Instagram pages are integral tools in the Festival experience and communication. The Festival also has a presence on YouTube, and Spotify.

WAYS TO CONNECT:



FACEBOOK
Des Moines Arts Festival



INSTAGRAM
@desmoinesartsfestival

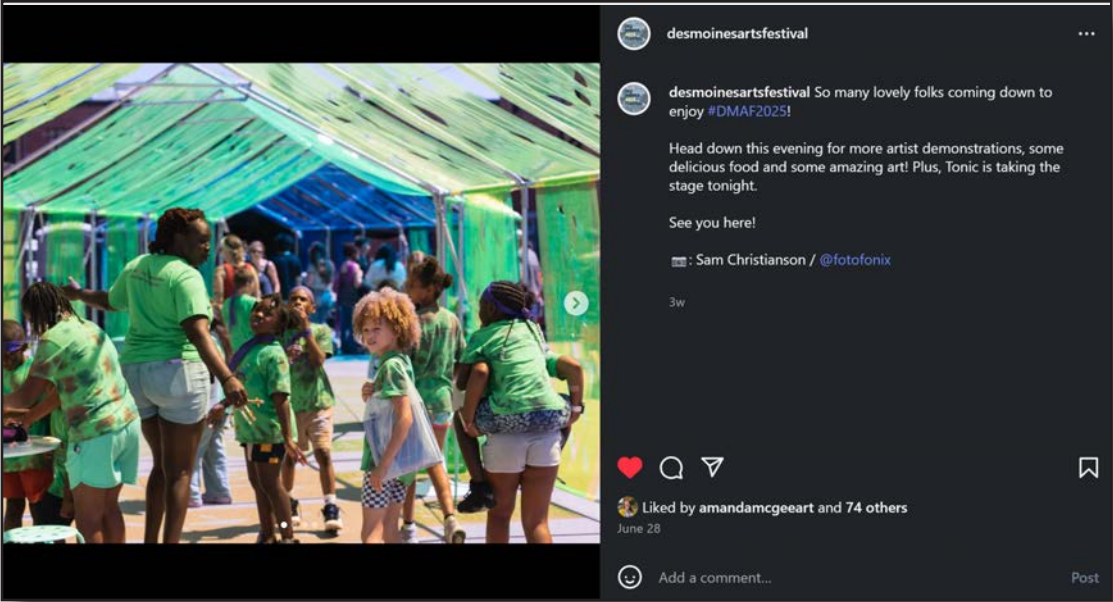


SPOTIFY
Des Moines Arts Festival



YOUTUBE
Des Moines Arts Festival

#DMAF2025
#GOWHEREITTAKESYOU



1.2 MILLION TOTAL
IMPRESSIONS

432,000 TOTAL REACH

TOTAL AUDIENCE ACROSS META
PLATFORMS INCREASED BY 1,600
OVER 3 MONTHS

15K TOTAL CONTENT
INTERACTIONS

25K PROFILE VISITS

POSTS DROVE 6.5K CLICKS TO THE FESTIVAL WEBSITE

TOTAL FOLLOWERS:

f 26,110

13,400



MOINES ARTS FESTIVAL®

#GOWHEREITTAKESYOU

STUDENT ART EXHIBITION

PRESENTED BY



GreenState
CREDIT UNION

DES MOINES ARTS FESTIVAL



Delaney Lee

3rd Grade, Jordan Creek Elementary
"Gorgeous Giraffe"

PRESENTED BY



GreenState
CREDIT UNION

#GOWHEREITTAKESYOU

STUDENT



SPONSORSHIP PROGRAM

SPONSORS

The Des Moines Arts Festival® Sponsorship Program garnered a 95% retention rate, added four new sponsors, and had six sponsors elevate their sponsorship in 2025. The personalized attention and multi-step process is built on the premise that the Festival listens and provides a potential sponsor with the marketing objectives they seek.

The Festival's sponsorship program uses a relationship approach. The multi-step process begins with the Prospectus. The Prospectus is a comprehensive document containing specific information about the Festival, its demographics, and sponsorship offerings. This document is available in a hard copy or as a PDF. It is also made available for download on the Festival's website.

After delivering the Prospectus, the Festival staff works with the potential sponsors to determine their goals and objectives for entering into a relationship. Next, a comprehensive proposal is assembled combining the goals of the potential sponsor and those of the Festival. The Festival offers sponsorship opportunities at various levels, starting at \$5,000.

In addition, the Festival staff works with each sponsor to generate and successfully produce the sponsor's on-site activity. The goals are for the activation to be the best reflection of their company, promote their sponsorship, and draw guests to the sponsorship area. The Festival team works closely with the sponsor's representative through meetings and follow-up communications to prepare the sponsors. The Festival assists in sourcing materials, providing vision, and executing the activity on-site.

Once a sponsor is on-site they receive support from the Festival's Sponsor Relations Event Management Team. This team assists them with set-up, tear-down, and everything in between.

Following the Festival, all sponsors are provided with a comprehensive Final Report complete with information about the success of the event as a whole and more importantly, an outline of the deliverables agreed upon in the sponsor agreement. The Final Report is presented at a follow-up meeting in an easy-to-navigate bound document.





PREMIER SPONSOR



PREMIER SPONSOR
COMMUNITY OUTREACH PROGRAM



PLATINUM SPONSOR



PLATINUM SPONSOR
EMERGING ARTIST PROGRAM



OFFICIAL SPONSOR
MURAL PROJECT



OFFICIAL SPONSOR
MAIN STAGE



OFFICIAL SPONSOR
HOSPITALITY SUITES & VIP CLUB



OFFICIAL MEDIA SPONSOR



OFFICIAL MEDIA SPONSOR



OFFICIAL MEDIA SPONSOR

CEDAR RIDGE DISTILLERY
PARTICIPATING SPONSOR
ROOTS STAGE

DLR GROUP
PARTICIPATING SPONSOR
QUINCY'S SENSORY SPACE

**G. DAVID (DEC.) AND TRUDY
HOLMAN HURD FUND**
PARTICIPATING SPONSOR

GREENSTATE CREDIT UNION
PARTICIPATING SPONSOR
STUDENT ART EXHIBITON

**POLK COUNTY BOARD OF
SUPERVISORS**
PARTICIPATING SPONSOR

BUICK / GMC
LIFESTYLE SPONSOR

ELECTRONIC ENGINEERING
SUPPORTING SPONSOR

IOWA ARTS COUNCIL
SUPPORTING SPONSOR

IOWA LOTTERY
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IOWA PUBLIC RADIO
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WELLABE
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ATLANTIC BOTTLING COMPANY
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RUAN FOUNDATION
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VERO
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VOLUNTEERLOCAL
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UNDER THE SUN
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**HAWKEYE MEDICAL SERVICES &
IV FUSIONS**
PRODUCTION PARTNER

MH EQUIPMENT
PRODUCTION PARTNER

MITTERA
PRODUCTION PARTNER

NB GOLF CARS
PRODUCTION PARTNER

REPERT RIGGING
PRODUCTION PARTNER

ZIEGLER
PRODUCTION PARTNER

SPECIAL THANKS TO:
CITY OF DES MOINES
FRIENDS OF CENTRAL IOWA TRAILS

46 SPONSORS

95% RETENTION

\$716,576 CASH

\$218,500 IN-KIND



OUR SPONSORS

Premier sponsor

BRVO GREATER DES MOINES REGIONAL ARTS COUNCIL

MIDAMERICAN ENERGY COMPANY.

Platinum Sponsors

PRINCIPAL

Official Sponsors

ATHENE **HyVee** **Silent Rivers DESIGN + BUILD**

Official Media Sponsors

WHO NEWSRADIO 1040 **93.3 KIOA** **WPCB 1070**

PARTICIPATING SPONSORS

Cedar Ridge Distillery
DLR Group
G. David (dec.) and Trudy Holman
Hurd Fund
Greenstate Credit Union
Polk County Board of Supervisors

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Mittera
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Rachel and Tom Formaro
Kate Garst
Scott and Keaton Pulver
Shoab Sayeed
Susan and Carl Voss

SPECIAL THANKS TO

City of Des Moines
Friends of Central Iowa Trails

CONTRIBUTING SPONSORS

Atlantic Bottling Company
Centro Restaurant
Country Landscapes inc
Exile Brewing Company
Gateway Market
Hotel Fort Des Moines
Krause Group
Leaf Filter
Metronet
Renewal by Anderson
Ruan Foundation
Vero
VolunteerLocal
Under The Sun



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 judged 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.



Join us alongside tens of thousands of guests from June 27-29, 2025 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 extend 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:

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

Printed Materials: Posters, postcards, Advertisements, and Official Program (\$4,000).

Electronic Newsletter: Logos, ads, mentions and editorial opportunities are available.

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 advertisements for sponsors.

Entry-Gate Toppers: Company name or brand on towers at each major Festival entrance.

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.

Above and left: excerpts from the Festival Program.
Right: excerpts from the Sponsorship Prospectus.



MidAmerican Energy Company



Bravo



Cedar Ridge Distillery



Leaf Filter



BUICK / GMC



Roots Stage





CORE PROGRAMS

VOLUNTEER PROGRAM

Since the Des Moines Arts Festival® began in 1998, the Festival’s success has been due in large part to hundreds of volunteers who devote their time, talent and energy during the three-day weekend. The volunteer program is identified through three distinct groups of volunteers: **Event Management Team, General Volunteers, and Non-Profit Partners.**

Each **Event Management Team (EMT)** member oversees a specific area of the Festival throughout the weekend. Additionally, they attend monthly planning meetings, beginning in March, and assist in recruiting volunteers throughout May and June for their specific areas. The team of 81 lead the General Volunteers onsite throughout the Festival weekend. Each team manages a specific area, including Artist Relations, Interrobang Film Festival, Media/Photography, Festival Merchandise, Food Operations, On-Site Office, Sponsor Relations, Volunteer Relations, Stages, Sustainability, Student Art Exhibition, Beverage Stations, Festival Production, and POS/Tech Support. Post-festival, the staff hosts a review with the EMT members to gain feedback and ideas on how to improve efficiencies on-site and general brainstorming for the following year.

General Volunteer shifts range between 2-4 hours, beginning with Festival load in and ending with Festival tear-down. Tasks range from Artist Relations to VIP Club check-in, to Festival greeters and everything in between. This year, 502 shifts were filled by 386 individuals. Continued in 2025 were group project volunteer shifts. Nationwide employees stepped in to help build out the new Quincy’s Sensory Space. ITA Group helped with the Student Art Exhibitions preparation. On-site groups volunteered to assist with the Mural Project and Liquid Art set-up.

Each **Non-Profit Partner** recruits and manages their own volunteers. The Festival tracks these volunteers and includes their contribution into the total number of volunteer hours.

4,230 TOTAL
VOLUNTEER HOURS

502 VOLUNTEER
SHIFTS FILLED

Volunteer sign-up and management is handled through **VolunteerLocal**, a Des Moines based software program that provides online volunteer registration and check-in, making the sign-up process and scheduling of volunteers incredibly streamlined and easy to facilitate. All volunteers received a complimentary t-shirt, snacks, beverages and special coupon from Festival sponsor Exile Brewing Company. Social media and newsletter outreach were heavily utilized this year in volunteer recruitment efforts. All sponsor organizations were asked to distribute information on volunteering through their internal channels including newsletters and the intranet. Opportunities were also posted on other online volunteer databases and communicated through Festival newsletters.

SUPPORTED BY:



486 VOLUNTEERS



FESTIVAL PHOTOGRAPHY

An amazing team of photographers volunteer their time to take pictures throughout the Des Moines Arts Festival weekend. Without their exquisite work, the Festival could not properly tell its story.

THANK YOU TO OUR PHOTOGRAPHERS

Alan Jacobs • Cameron Seitz • Cedar Halfhill-Boone • Dwight Tomes • Ethan Nguyen • Finn Huggins • John Ryan • Keely Rosenberg • Kierra Harrison • Madeleine King • Sam Christianson • Steven Volk



175,000+
GUESTS SERVED

7 NON-PROFIT PARTNERS

18
CORPORATIONS

10 COLLEGES AND
UNIVERSITIES

15 HIGH SCHOOLS



Above: Members of the 2025 Des Moines Arts Festival Event Management Team

GREEN ARTS SUSTAINABILITY PROGRAM

The Des Moines Arts Festival® once again committed to reduce, reuse, recycle, and re-purpose during the 2025 Festival with environmentally friendly initiatives and a little creativity. Some of these energy-effective initiatives included:

- Custom-designed Zero Waste Stations were positioned throughout the Festival site for recyclables, compostables, and landfill items. Volunteers assisted guests in placing waste in the correct bins.
- Urban Ambassadors, a local non-profit volunteer organization, sorted recycling into five different waste streams: aluminum cans redeemable for deposit, plastic bottles redeemable for deposit, non-refundable aluminum and plastic, landfill, and compost. This year there was 10,682 redeemable plastic recyclables.
- Banners from prior-year Festivals are re-purposed to create covers for city trash cans throughout the Festival site. This helped direct Festival guests to the Festival-designated Zero Waste Stations.
- A Free Bike Valet service provided by Friends of Central Iowa Trails encouraged guests to reduce carbon emissions by cycling to the Festival instead of driving. This year, 358 bikes were valeted.
- All generators, refrigerated trucks, and freezer trailers on the Festival site ran on a blend of biodiesel fuel.
- When possible, any paper correspondence was printed using recycled paper and post-consumer waste materials.

- Food vendors were required to serve food with compostable plates, utensils, napkins, and containers.
- Beverages were sold in recyclable plastic bottles, aluminum, or poured into compostable cups.
- Other merchandise options were non-woven bags that could be reused by guests as tote bags, and reusable water bottles.



17
WASTE
STATIONS

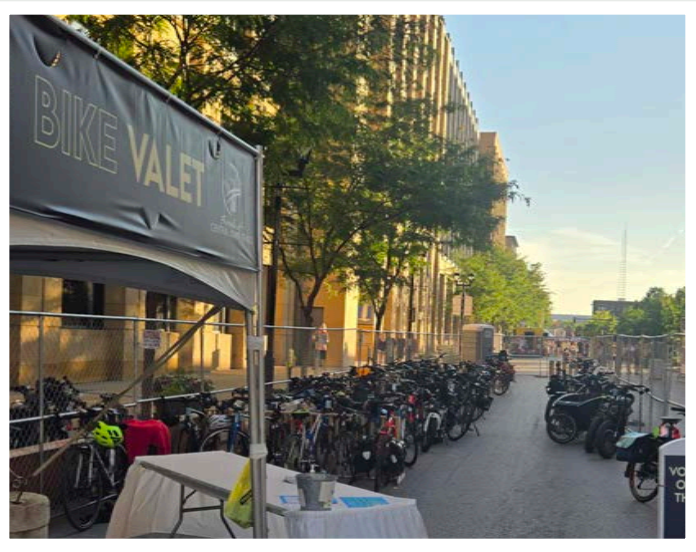


- Artists and volunteers were provided designated water stations to fill reusable bottles, eliminating thousands of disposable plastic bottles.
- Information delivered to all participating vendors was sent electronically and posted on the Festival’s website in order to eliminate paper and other non-recyclable products.
- The application process for the Juried Art Fair was completely paperless using ZAPplication, an online registration application, jury and communications system.

Efforts in educating vendors, contractors, volunteers, stakeholders, and guests have proven to be a large factor in the programs success. These efforts have turned into best practices to maintain a more sustainable, large-scale festival.

The Festival is constantly learning new ways to improve the Sustainability Program by collaborating with organizations like Urban Ambassadors who are experts in the field of environmental impact.

All waste has been logged by category, and the information provided in a post-event report from Ankeny Sanitation and Land Matters will help the Festival determine what the next steps in moving the Festival to a Zero-waste event. **In 2025, the Festival diverted .89 tons of recyclables from the landfill.**



350+
BIKES VALETED

BEER CANS, PLASTIC BOTTLES,
UNSOILED PAPER,
UNSOILED CARDBOARD



RECYCLING

PLASTIC BAGS, ALUMINUM FOIL,
WAX-COATED CUPS, STYROFOAM,
CANDY WRAPPERS,
CHIP BAGS, DIAPERS



TRASH

BEER CUPS, COCKTAIL CUPS
SANGRIA CUPS, SOILED PAPER,
SOILED CARDBOARD,
ANYTHING PURCHASED FROM
FOOD VENDORS



COMPOSTABLES



STUDENT ART EXHIBITION

PRESENTED BY GREENSTATE CREDIT UNION

Des Moines Arts Festival’s® **Student Art Exhibition** presented by GreenState Credit Union spotlights the creativity of children in grades K-12 attending schools in central Iowa. Other recognition opportunities included the **Visionary Artist Ceremony** on Saturday of the Festival, an **eight-week post-festival exhibition** in select GreenState Credit Union locations around central Iowa, and a special fall **Reception**. The program was designed to encourage children to pursue their passion for the visual arts, recognize student and teacher achievements, and artistic talent.

To start, teachers from central Iowa schools were invited to submit up to four pieces of artwork from students in their school. Each work was accepted into the program regardless of talent level or quality of the work. After submissions were collected, volunteers mounted each piece professionally on matte board and displayed them inside a 2,000-square-foot tent located in a central location at the Festival to be displayed throughout the three-day Festival weekend.

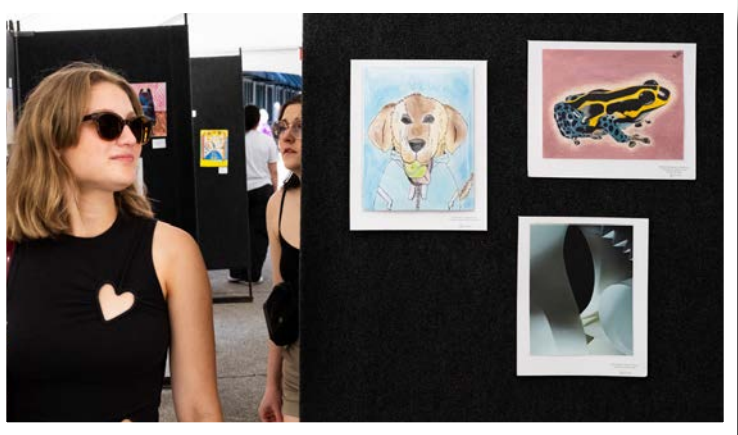
On Saturday morning of the Festival, the Hy-Vee Main Stage hosted the Visionary Artists Ceremony. The ceremony was attended by hundreds of parents, grandparents, friends, teachers, and, of course, the young artists.



Each exhibiting student’s name and school was read aloud, and students were invited to come on stage to be congratulated by the program’s sponsor, GreenState Credit Union, and their representatives. In addition, each student received a Medallion of Achievement. In 2025, Megan Salois and Megan Reuther from WHO-TV 13 were the emcees at the Visionary Arts Ceremonies.

The opportunity to display the artwork was extended for eight weeks after the Festival in a special exhibition at six central Iowa GreenState Credit Union locations.

On September 9, the Des Moines Arts Festival hosted students, teachers, and parents at the annual SAE Reception located at MainFrame Studios. The students and teachers could win cash prizes and pick up their artwork to keep.



85 SCHOOLS
338 STUDENTS



DESMOINESARTSFESTIVAL.ORG

STUDENT ART EXHIBITION

2025 PARTICIPATING STUDENTS

PRESENTED BY



WELCOME TO THE
STUDENT ART EXHIBITION

2025 PARTICIPATING SCHOOLS

PRESENTED BY



GreenState
CREDIT UNION



Snap the QR code to see the online gallery and where your student's artwork will be on display after the Festival!

**DES MOINES
ARTS FESTIVAL.**



CHILDREN'S PROGRAMMING

Children's interactive arts activities are featured each year at the Des Moines Arts Festival®. Throughout the Festival, children had the opportunity to get creative and hands-on with art, music, dance, and more!

In 2025, 24 free interactive arts activities were available for children and families. A highlight was **The Mural Project** presented by Athene. In this project, guests contributed to the creation of a giant mural, which was later installed for permanent display at Hoover High School.

MidAmerican Energy Company presented the cornerstone of the free activities. Their team hosted **BOOM! Art** and their Foundation supported the **Community Outreach Program**, which featured 20 nonprofit partners providing free interactive arts activities.

Festival sponsors interacted with families through free children's activities. This included Prairie Meadows Spin Art, which is always very popular with guests of all ages.

Additional programming for children and families included the Student Art Exhibition presented by GreenState Credit Union and a chalk alley, which allowed children to color the streets with their best drawings.

One of the biggest hits this year was the Festival t-shirts that families could purchase, color, and keep.



24 FREE INTERACTIVE ART ACTIVITIES



ACTIVITIES FEATURED IN THE CREATIVE ZONE:

BOOM! Art • MidAmerican Energy Company

Spin Art • Prairie Meadows

Design a home with watercolor pencils • Anawim Housing

Decorate a puzzle piece for a collaborative mural • Art Is Rad

Draw your favorite zoo animal • Blank Park Zoo

Visualize your voice with Google Music Lab • Des Moines Choral Society

Create a paper mosaic • Dorothy's House

Make a pause bracelet • Ellipsis

Build a kazoo • Heartland Youth Choir

Create nature art using leaves and natural materials • Horizon Science Academy Des Moines

Make a Crow Totem from found and repurposed objects • Iowa Bird Rehabilitation

Explore movement and fabric • Iowa Dance Theatre

Write your name in Braille using paint • Iowa Radio Reading Information Service for the Blind

Craft a Victorian-style paper fan • Living History Farms

Create animal designs with fingerprint art • Pulse101.7 FM

A 'Very Hungry Caterpillar' craft with beads and pipe cleaners • Raising Readers in the Heartland

Create eco-friendly crafts with repurposed materials • Repurpose Rising

Build and pose a pipe cleaner Capoeira figure • Roots Capoeira

Make a color-changing solar bead bracelet • Science Center of Iowa

Design a paper outfit with crayons and embellishments • Sista Soul Fest

Make dragonfly crafts with pipe cleaners and clothespins • St. Vincent De Paul

Decorate a puzzle piece magnet • The Joy of Art



FOOD AND BEVERAGE PROGRAM

Throughout the years, the Des Moines Arts Festival® has featured numerous food and beverage options for Festival guests. With two food courts and single booth options around the Festival site, there is a wide array of culinary options from 28 different vendors, including international flavors, traditional favorites, and sweet treats. The Festival's non-profit beverage partner program, established in 2009, continues to support local community organizations while helping fund Festival infrastructure. This year's selected partners, Cowles Montessori Parent Group, Perkins Elementary PTA, Community Youth Concepts, and Des Moines Refugee Support, received 15% of net profits from the station they manage, plus 100% of the tips given at their booth. Profits earned help support a variety of community and arts initiatives at each non-profit.

The Festival renewed beverage partnerships with Atlantic Bottling Company, Gateway Market, Exile Brewing Company, Lua Brewing and Confluence Distribution. Beverage offerings featured five canned domestic beers, ten tapped beer options, white wine, sangria, and two cocktails – a margarita and the popular Des Moines Arts Festival vodka lemonade.

Nine non-alcoholic beverages were on the menu, with Dasani Water being the top seller of the three days.

The popular Liquid Art returned with handcrafted cocktails, mocktails, and specialty beers in a relaxing, shaded environment. Happy Can was back again, offering unique THC and CBD-infused beverages. This year, the Festival welcomed a new beverage partner, Cedar Ridge Distillery, who sponsored the Roots Stage and set up their trailer to serve signature craft cocktails, enhancing beverage variety for guests.

A large partner in the Festival's sustainability efforts are the food vendors and beverage teams. Since 2011, vendors have been required to use only compostable materials to serve their food and beverages. A local supply company assists food vendors in finding the most cost-effective supply products for food service (plates, utensils, cups, etc.). Because vendors use the same brand of compostable items, guests have an easier understanding of what goes where when disposing of their waste.



28 TOTAL VENDORS
20 ICE CREAM FLAVORS



272 BOTTLES OF
WINE CONSUMED

880
BAGS OF ICE USED



5 BEVERAGE
STATIONS

14 CRAFT
BEERS

12 FOOD
TRUCKS

ENTERTAINMENT PROGRAM

Live entertainment is a cornerstone of the Des Moines Arts Festival®, and this year’s programming elevated the experience once again. With two stages, a wide range of genres, and a flashmob surprise performance, the Festival delivered an unforgettable weekend of cultural celebration complete with free admission thanks to generous sponsors.

Each performer was paid for their time and talent, continuing the Festival’s commitment to supporting Iowa’s creative economy while making the arts accessible to everyone.

Two stages provided unique experiences: the **Hy-Vee Main Stage** delivered high-energy sets from national, regional and local acts, while the **Roots Stage**, presented by Cedar Ridge Distillery, offered an intimate, relaxed setting and showcased a variety of artistic mediums.

Headliners on the Hy-Vee Main Stage included **Mike Skill's The Romantics** on Friday night and **Tonic** on Saturday, drawing large crowds and dynamic energy. Additional highlights included The Finesse, The Heroes, Lady Revel, Neil Anders & The Brothers Merritt, The Des Moines Playhouse Cast of Waitress and a special Tyona and Friends Drag Show.

The Roots Stage presented by Cedar Ridge Distillery spotlighted a variety of artist mediums. Headliners included **The Last Revel** and **Shane Guerrette**, along with powerful sets by Matt Woods, Buckmiller Schwager Band and The Dave Helmer Band.

The Roots Stage also presented emerging performers like the Central Iowa Music Lab All-Stars as well as celebrating poetry, published authors, songwriters, and fashion.





10 HY-VEE MAIN
STAGE ACTS

12 ROOTS STAGE
PERFORMANCES

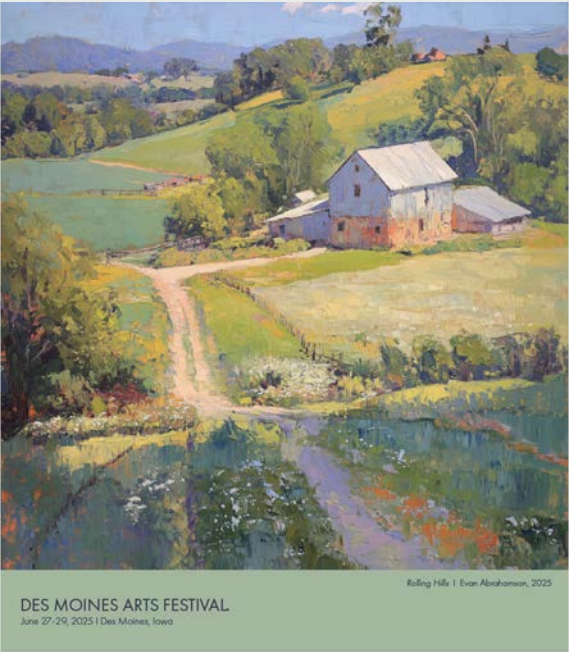


MERCHANDISE PROGRAM

The Des Moines Arts Festival® merchandising program featured a range of current and fashionable original designs that are always a hit among guests of all ages. The Festival worked with their internal creative team to establish the design selections. The Event Management Team selected styles, trends, and colors that complemented the current creative designs and appealed to every Festival guests.



Above: 10% and 25% off merchandise coupons that were apart of the Festival's Patron Packages.



Above: Evan Abrahamson created the 2025 commemorative poster art, *Rolling Hills*. It was available as a poster, and t-shirt.



19 NEW T-SHIRT,
CAP, MAGNET, AND
TOTE BAG DESIGNS

COMMUNITY OUTREACH PROGRAM

PRESENTED BY MIDAMERICAN ENERGY FOUNDATION

The Des Moines Arts Festival® and MidAmerican Energy Foundation once again partnered to present the award-winning Community Outreach Program. This initiative provided 20 regional nonprofit organizations with free booth space at the Festival, offering them a platform to connect with thousands of guests. In exchange, each organization created a unique, arts-related activity that encouraged guests interaction and hands-on creativity.

Guests participated in a wide range of engaging projects, everything from crafting solar bead bracelets and paper mosaic art to collaborative murals, poetry, music-based experiences, and recycled-material creations. These activities not only brought joy and inspiration to Festival guests of all ages but also served to amplify each organization’s mission and community impact.

Thanks to the continued support of the MidAmerican Energy Foundation, all participating nonprofits received \$250 to assist with staffing and activity supplies, ensuring a meaningful and accessible experience for all.

PARTICIPATING ORGANIZATIONS:

- | | | | |
|-----------------------------|---|------------------------------------|-------------------------------------|
| • Anawim Housing | • Horizon Science Academy Des Moines | • Living History Farms | • Sista Soul Fest |
| • Art is Rad | | • Pulse 101.7FM | • St. Vincent de Paul of Des Moines |
| • Blank Park Zoo | • Iowa Bird Rehabilitation | • Raising Readers in the Heartland | • The Joy of Art |
| • Des Moines Choral Society | • Iowa Dance Theatre | • Repurpose Rising | |
| • Dorothy’s House | • IRIS (Iowa Radio Reading Information Service) | • Roots Capoeira | |
| • Ellipsis | | • Science Center of Iowa | |
| • Heartland Youth Choir | | | |



20 COMMUNITY OUTREACH
NON-PROFIT PARTNERS

NON-PROFIT PARTNERS

The **Non-Profit Program** provided the opportunity for select local 501(c)(3), nonprofit organizations to raise funds for their own special arts-related projects. Four local non-profit partners each hosted one beverage station on the Festival site. They were tasked with volunteer recruitment and on-site management of their beverage station. In return, the organizations kept all tips and a percentage of net proceeds earned during the Festival. Each organization was required to have a team lead on the Event Management Team to serve as a liaison between their organization and Festival staff. The 2025 Beverage Stations exceeded \$36,000 for their arts-related projects.

Here's a snapshot of the partners and what their dollars will be used for:

Community Youth Concepts will make updates to their accessible ropes course, which benefits all interested youth.

Cowles Montessori invested in enhancing their visual art programming. This includes supporting the school music program and Fine Arts Day.

Des Moines Refugee invested in their arts program, which helps kids connect with the community.

Perkins Elementary PTA is purchasing musical playground equipment, instruments, and new art supplies.







SPECIAL PROGRAMS

JURIED ART FAIR

The centerpiece of the Des Moines Arts Festival® is the highly competitive **Juried Art Fair**. Festival artists were selected through a rigorous, industry acclaimed blind jury process that took place over the course of multiple days in February. The process was led by two peer jurors Steve Jones and Mark Sudduth, and jurors Suzy McGrane-Hop, Jami Milne, and David Smith. The Jury was only privy to images of the artwork with associated pricing, booth images and an artist statement. No other information was provided to them. The Jurors previewed over 5,000 images in a variety of mediums submitted by a pool of 953 applicants from across North America. The Jury used a 1 – 7 scoring system for the first round, followed by rounds of voting, eventually narrowing down and composing the final show for 2025.

This intensive process resulted in a collection of vibrant, innovative, and masterful original works of art from 13 mediums: ceramics, digital, drawing, fiber, glass, jewelry, metalworks, mixed media, painting, photography, printmaking, sculpture, and wood. The wide array of work was attractive to the Festival guests, who annually spend more than one million dollars on art each year at the Festival.

During the Festival, three non-peer jurors, jurors Suzy McGrane-Hop, Jami Milne, and David Smith, evaluated and scored the 189 artists and selected the Visual Art Award Recipients. This year’s Best of Show went to sculpture artist, Scott Hildebrandt of Littleton, Colorado.

BEST IN SHOW

Scott Hildebrandt, Littleton, CO • Sculpture

AWARDS OF EXCELLENCE

Evan Abrahamson, Waconia, MN • Painting
Laura Baring-Gould, Sommerville, MA • Sculpture
Kirk Miller, North Palm Beach, FL • Glass
Randy O'Brien, Tucson, AZ • Ceramics
R. Michael Wommack, Langhorne, PA • Drawing

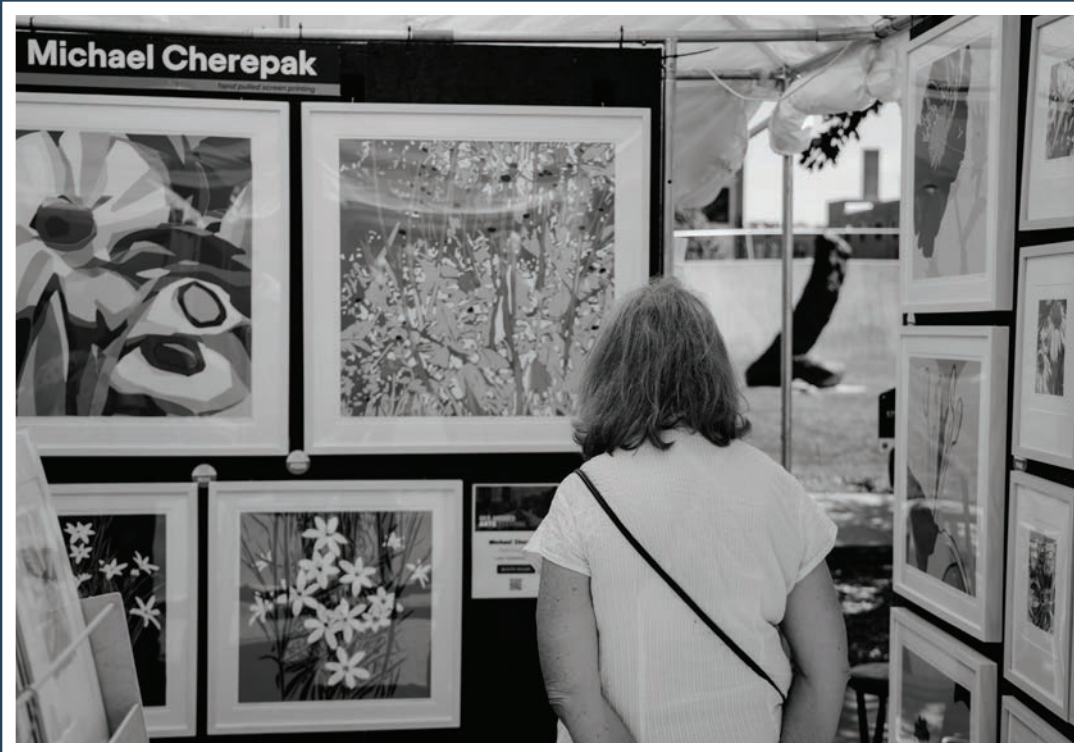
JUROR AWARDS

Margaret Baker, Winter Springs, FL • Painting
Kyle Brown Jr., Columbia, SC • Drawing
Nolan Prohaska, Somerset, WI • Glass

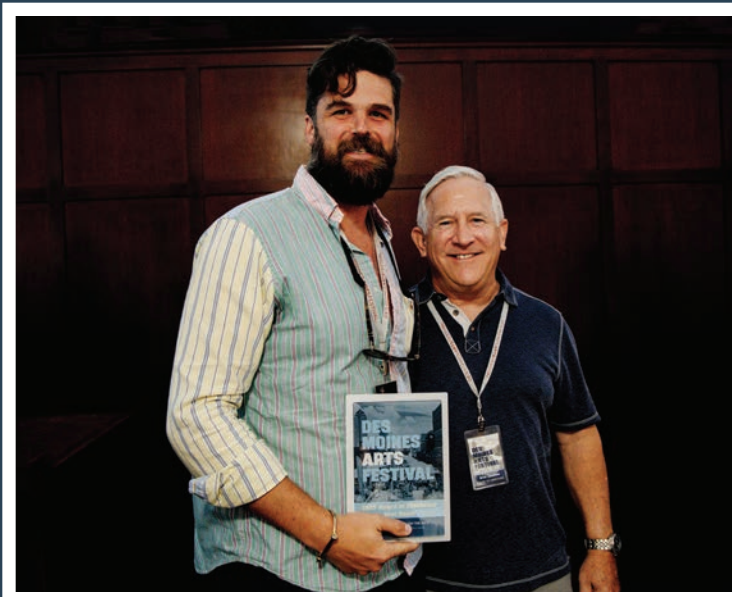
BEST BOOTH

Mick Witcomb, Springfield, MO • Sculpture





24 ARTIST DEMONSTRATIONS



Artist Mick Whitcomb receives Best Booth Award from Des Moines Arts Festival Board Chair Brian Laurenzo.

189
ARTISTS

13
MEDIUMS



953 APPLICANTS

EMERGING IOWA ARTISTS

PRESENTED BY PRINCIPAL®

Sponsored by Principal®, the Emerging Iowa Artists Program featured five Iowa residents currently enrolled in institutions of higher education. Each artist was required to apply and be juried into the Festival in the same manner as the professional artists. Those receiving the top scores were invited to participate. Because of financial support from Principal, this program was free to qualified artists. On site, each artist demonstrated their creative process to the public.

Congratulations to the following students who were selected by the jury to exhibit at the 2025 Festival:

**Ashley Guzman | Best of Show, Emerging
Minneapolis College of Art and Design
Ankeny, IA**

Lisa Ellingworth | Hawkeye Community College
Waverly, IA

Luis A. Ramirez | Grand View University
Des Moines, IA

Rachel Roen | Drake University
Des Moines, IA

Sebastian Sanchez-Falero | Iowa State University
Pilot Mound, IA



Emerging Artist Ashley Guzman receives Best of Show Award from Des Moines Arts Festival Board Chair Brian Laurenzo.

EMERGING ARTISTS

PRESENTED BY PRINCIPAL®

The Emerging Artist Program welcomes individuals making a new career in the art fair industry at any stage of their life. The participating artists were selected through the same blind jury process that selected the professional artists for this year's Festival. The Emerging Artists booths were located amongst the professional artists in the Juried Art Fair.

The following artists were selected for the Emerging Artist Program for the 2025 Festival:

Alyssa Pinkerton | Fort Collins, CO

Anne Terpstra | Chicago, IL

Genevieve Lavalle | Des Moines, IA

Kate Marotz | Marshfield, WI

Micah Ferin | Johnston, IA

Michael Heule | Kansas City, MO

Neil O. Ward | Des Moines, IA



Upper Left: Genevieve Lavalle. Lower Left: Kate Marotz.
Right: Neil O. Ward being interviewed on Hello Iowa.



QUINCY’S SENSORY SPACE

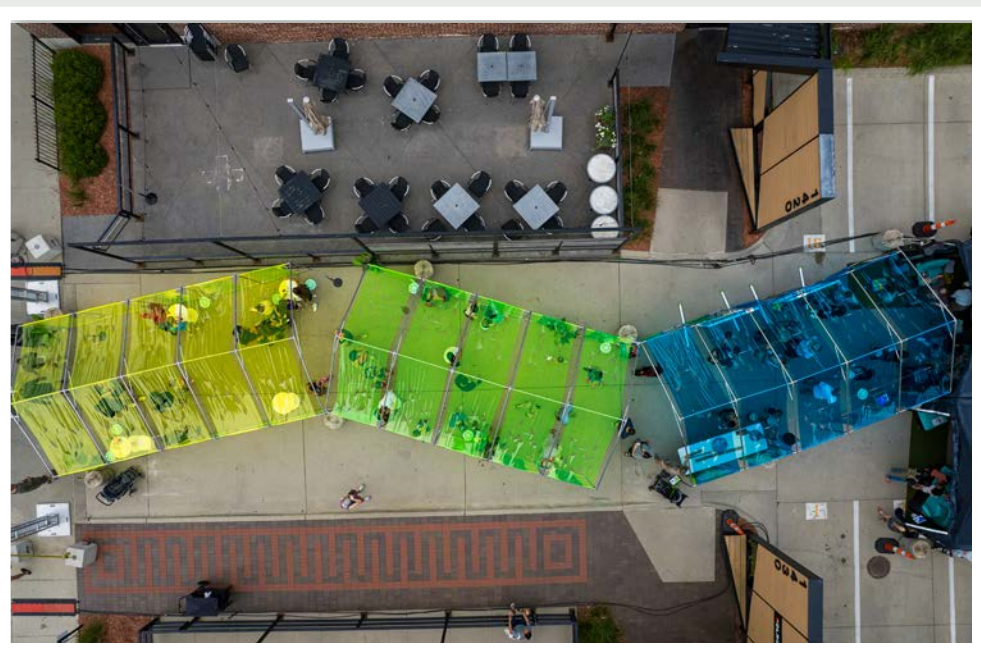
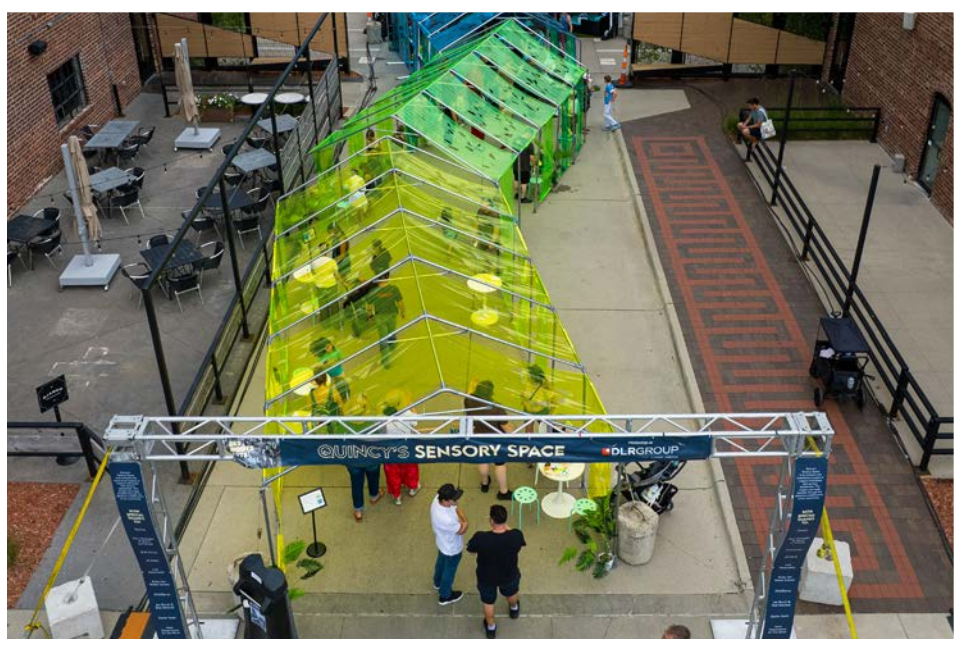
PRESENTED BY DLR GROUP



New in 2025, the Des Moines Arts Festival® hosted an artistic experience and rest space for individuals with sensory sensitivities and their caretakers. **Quincy’s Sensory Space presented by DLR Group**, was a thoughtfully curated environment featuring calming visuals, soothing sounds, interactive textures, and designated recovery areas.

Quincy’s Sensory Space featured cooling comfort, an adult-friendly accessible changing area, rest area with mats and pillows for seizure or fatigue recovery, soothing and stimulating sensory experiences, and a quiet zone. It was designed to support guests while they experience the Des Moines Arts Festival.

Quincy’s Sensory Space was inspired by Quincy Hostager, a young man with Dravet Syndrome, who has been a long-time fan of the Des Moines Arts Festival. All artistic experiences in Quincy’s were curated by Des Moines artist Jill Wells.





Above: Quincy Hostager (left) and Jill Wells hard at work (right).



THE MURAL PROJECT

PRESENTED BY ATHENE®

The **Mural Project** presented by Athene was a giant interactive art experience where Festival guests contributed to the creation of a large mural over the three days of the Festival. The Mural Project was in collaboration with ArtForce Iowa and youth in Des Moines Public Schools. This year's mural called *Be the Change* shows a variety of butterflies from countries around the world, reflecting the origins of the youth artists who collaborated on this piece. Across various cultures, butterflies represent transformation, joy, and hope.

Guests who entered the art activity area each received one small square image of the original painting, a blank panel, and the opportunity to transfer their interpretation of the small square onto a larger piece. When finished, the panels were affixed into a billboard-sized frame, piece by piece.

Following the Festival, the mural was permanently installed at Hoover High School, forever representing culture and change.



BOOM! ART

PRESENTED BY MIDAMERICAN ENERGY COMPANY

MidAmerican Energy Company hosted **BOOM! Art**, an enormous, interactive, coloring experience. Each day, Festival guests were able to add their own impressions to the giant coloring pages that were suspended in the air as they were completed. At the end of the weekend, the three, 30-foot banners were full of bright and colorful designs from thousands of Festival goers.



INTERROBANG FILM FESTIVAL

The **Interrobang Film Festival (IFF)** celebrated the art of film throughout the three-day weekend. The audience, whether cinema enthusiasts or curious newcomers, experienced juried screenings of films made around the globe from the comfort of the air-conditioned Des Moines Central Library, located on the east end of the Festival.

The IMDb-verified Festival featured 24 films from eight different countries, as well as panel discussions with film experts from Produce Iowa, part of the Iowa Economic Development Authority, and DMACC Studios conversations. This year also saw seven talkbacks with various film producers.

In addition to being a public screening, the IFF is also a juried competition. Submissions are accepted in nine categories and juried by a panel of peers. DMACC Film and Production program students, along with their advisors, assisted in the selecting of films. This year's Best of Show and Best Student Short went to Canadian Filmmaker Farah Khalil for "Tortilla."

2025 WINNERS:

Narrative Short: 3.400KG

Directed by Atefeh Nafari
RT: 13:02 | Islamic Republic of Iran

Feature Length Documentary: GIRLS DON'T CRY

Directed by Sigrid Klausmann
RT: 1:29:00 | Germany

Documentary Short: Light Painter

Directed by Eric Smidt
RT 53:13 | USA

Music Video: Middle of Nowhere

Directed by Travis Shields
RT: 19:04 | USA

Feature Length Narrative: My Friend Miles

Directed by Pieter Solta
RT: 1:32:00 | Belgium

Found Footage: Reality Frictions

Directed by Steve Anderson
RT: 1:10:00 | USA

Web/TV Series Pilot: Sasha Counters!

Directed by: Anna Zaytseva
RT: 28:04 | Russian Federation

IFF Producer Choice: The Entomologists Wife

Directed by Shelby Hagerdon
RT: 27:09 | USA

Documentary Short Honorable Mention: The North Star

Directed by Tim Weed and Bryan Vanderpool
RT: 46:24 | USA

Best of Iowa: Tinker

Directed by Ryan Adams
RT: 22:00 | USA

Best of Show and Student Shorts: Tortilla

Directed by Farah Khalil
RT: 12:08 | Canada



8 COUNTRIES

OVER 11
HOURS OF
SCREENED
FILMS



REVEAL

PRESENTED BY FOSTER GROUP

REVEAL presented by Foster Group was held on March 6 and served as the exclusive first look at the artists invited to the 2025 Des Moines Arts Festival®.

Held at the Heritage Center in the Historic East Village, the 200 REVEAL guests took a deep dive into the jury process and heard stories about some of the invited artists' techniques, backgrounds, and accomplishments. REVEAL was FREE to attend. Guests enjoyed learning about the artists, enjoying live music, complimentary hors d'oeuvres, a cash bar and take-home treats from REVEAL sponsor, Foster Group.



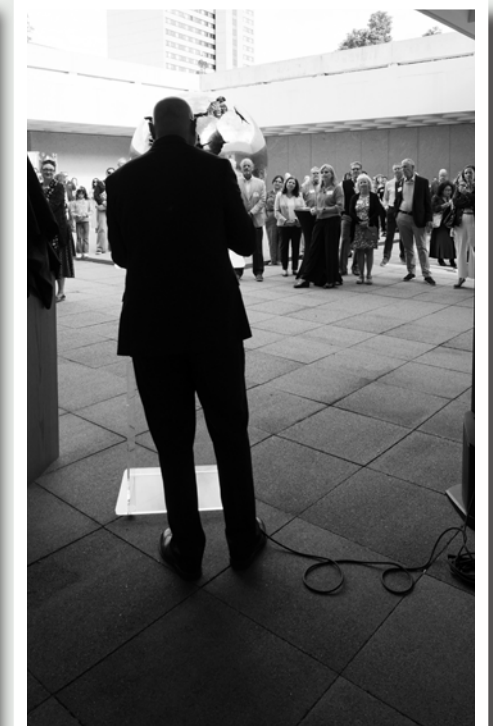
 **FOSTER**
GROUP
Your Financial Life, Truly Cared For®

PREVIEW CELEBRATION

PRESENTED BY WELLABE

The **Preview Celebration** presented by Wellabe was held on May 29 at Wellabe's beautiful art park. While invited guests enjoyed complimentary hors d'oeuvres and beverages, they received a preview of the upcoming Festival. Additionally, the event program thanked sponsors for their generous contributions and celebrated the **G. David Hurd Innovator in the Arts** recipient, artist **Jill Wells** for her work in challenging her community to push boundaries, mentoring young people, and leveraging her artistic talent to address deeply personal issues in public ways.

During the celebration, six individuals were recognized with Volunteer Legacy recognition. Ann Rolow, Madalyn Rutledge, Sage Halfhill-Boone, and Steven Volk celebrated 5 years of service and Kent Maahs celebrated his 20th year of service on the Festival's Event Management Team. Additional recognition went to Natalie Tomaras of the Des Moines Arts Festival Board of Directors who completed her second term and is rotating off the board. The event culminated with the unveiling of the 2025 Commemorative Poster *Rolling Hills* painted by the Featured Artist, **Evan Abrahamson**.



Left: Stephen King, Trudy Holman Hurd, and Marsha Aldridge recognize Jill Wells as the G. David Hurd Innovator in the Arts recipient. Right: Stephen King presents Kent Maahs with artwork made by Steve Jones in recognition for his 20 years on the Event Management Team.

wellabe®

PATRON PROGRAM

Financial supporters of the Des Moines Arts Festival® received a wide assortment of benefits and access to exclusive events and offerings through the Patron Program. In return, the Patron Program has successfully ensured continued support for the local art community as well as the Festival’s longevity. Many Patrons selected packages which included merchandise and drink coupons, VIP parking passes, and other bonuses. Others gave to the Festival as a gift to the community. The Festival received support from 125 patrons from January 1 to July 1, 2025.





DES MOINES ARTS FESTIVAL



DES MOINES ARTS FESTIVAL

exchange this coupon at the entrance of the Silent Rivers VIP Club for your

2025 ROLLED COMMEMORATIVE POSTER

use this coupon for \$25 off a framed poster at one of the two on-site Arts Festival Shops. Coupon can be only redeemed towards official 2025 framed poster art. All other merchandise is excluded.

VALID JUNE 27-29, 2025

VIP PARKING

Located at southwest intersection of 12th St. & Walnut St. entrance from Walnut

Show the pass to the VIP attendant to access the weekend.

Overnight parking prohibited

VALID JUNE 27-29, 2025



DES MOINES ARTS FESTIVAL

SILENT RIVERS VIP CLUB

Exchange this ticket to receive the corresponding wristband that will allow access to the Silent Rivers VIP Club on Friday, June 27, 2025.

A ticket is required for a wristband.

FRIDAY JUNE 27, 2025

SILENT RIVERS VIP CLUB

Every Patron and Sponsor received access to the exclusive **Silent Rivers Design + Build VIP Club**. The VIP Club, designed and built by the Silent Rivers Design+Build, was a covered area with views of the Hy-Vee Main Stage, access to air-conditioned luxury portable bathrooms, plus terrace seating and networking. In addition, light fare, Exile Brewing Company's Ruthie, wine, and summertime mixed drinks were offered to our guests, complementing the extraordinary VIP experience.

SILENT RIVERS HOSPITALITY SUITE

The **Silent Rivers Design+Build Hospitality Suite** offered an incredible hospitality experience.

The Silent Rivers Hospitality Suite provided private accommodations for guests' special receptions. Ideal for enjoying the Festival in comfort and style, the Suite offered guests a vibrant, exclusive way to experience the Festival.

Positioned strategically next to the VIP Club, across from the Festival's Main Stage, the Silent Rivers VIP Hospitality Suite was designed to provide private accommodations for special receptions and to see headlining acts Friday and Saturday nights, along with performances throughout the day.

Five companies rented the Silent Rivers VIP Hospitality Suite throughout the Festival.







GO WHERE IT TAKES YOU...