



**CAMBRIDGE
ARTS**

**RIVER
FESTIVAL**

Saturday, June 3, 2017 11am-6pm

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The Cambridge Arts River Festival is an outdoor celebration of arts and community attracting a robust and enthusiastic audience of 175,000. Since 1978, the River Festival has become a venerated Cambridge institution and a highly anticipated annual event. This year's event will take place in East Cambridge, along Cambridge Parkway with its beautiful riverside views of the East Cambridge waterfront and Lechmere Canal. Presented by Cambridge Arts, one of the nation's oldest and most diverse arts councils, this unique community event reflects the city's eclectic neighborhoods and cultural heritage.

Our visitors experience a wide array of Cambridge-based visual and performing arts. The Cambridge River Festival collaborates with many local organizations and programs to showcase multiple stages of live national and local jazz, folk, world music, dance, poetry, and theater performances. Visitors also enjoy family entertainment, interactive art installations, live demonstrations, artisan and craft booths, and a grand assortment of special foods and festival fare.

This FREE one-day festival is a showcase of what Cambridge has to offer and connects visitors and community members alike with an array of arts, culture, and community organizations active year-round throughout the city and surrounding areas, inspiring them to delve more deeply into their local arts scene.

Past Media Sponsorships:

MBTA

Interior Cards on the Red Line
subway and Queen & King Size
Bus Ads

Boston Globe

Ticket to the Arts

WGBH 89.7FM

Spots on 89.7 and web banner
Member Guide & host mentions

Magic 106.7

30 second promos
Event listing on magic1067.com

Scout Magazine

10,000 brochures distributed

Audience Profile:

Cambridge Arts drew approximately 175,000 visitors for the 2016 Cambridge Arts River Festival.

Below is a demographic summary of our audience for this event:

Racial Diversity:

47% White	15% Asian
22% African American	5% Multiracial
18% Hispanic	3% Other

Median Age:

30.2 years

Median Household Income:

\$69,259.00

Average Annual Wage:

\$88,348.00

2017 Projected Budget:

Income	Amount
Corporate Sponsorships	\$70,000
Revenue	\$30,000
TOTAL	\$100,000

Income	Amount
Artists and Performers	\$35,000
Marketing	\$15,000
Logistics and Infrastructure	\$50,000
TOTAL	\$100,000



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Benefactor (\$20,000)

- On-site space for marketing and branded giveaways and/or product sampling (exact size negotiable)
- Association with all 5 Festival stages (includes banner placement at each stage and 3 audio plugs throughout the event at all 5 stages) Acknowledgement via logo placement on all promotional and marketing materials for River Festival (includes festival banners and signage, festival program, pre-event postcard, marketing and advertising materials, other collateral pieces, e-marketing, and all social media outlets)
- Option to have name and logo on River Festival website with a link to company URL
- Reserved seating at all five (5) Festival stages (5 seats at each stage)
- Access to hospitality tent for company employees and clients
- Opportunity to place company banner at Cambridge Open Studios (a weekend event which precedes River Festival)
- Option for roving sampling/marketing
- Event evaluation report (details event demographics and participation numbers)

Champion (\$10,000)

- On-site space for marketing and branded giveaways and/or product sampling (exact size negotiable)
- Association with 2 Festival stages (includes 2 audio plugs and banner placement at selected stages)
- Acknowledgement via logo placement on promotional materials (includes festival program, postcard, e-marketing materials, and all social media outlets)
- Option to have name and logo on River Festival website with a link to company URL
- Reserved seating at one (1) stage of Sponsors choice (up to 10 seats)
- Event evaluation report (details event demographics and participation numbers)
- Option for roving sampling/marketing

Supporter (\$5,000)

- On-site space for marketing and branded giveaways and/or product sampling (exact size negotiable)
- Association with 1 activity venue of Sponsor's choice
- Option to have name and logo on River Festival website with a link to company URL
- Reserved seating at (1) stage of Sponsor's choice (up to 5 seats)
- Event evaluation report (details event demographics and participation numbers)

Patron (\$3,000)

- On-site space for marketing and branded giveaways and/or product sampling (exact size negotiable)
- Option to have name and logo on River Festival website with a link to company URL
- Event evaluation report (details event demographics and participation numbers)

Special Opportunity (Negotiable)

- Make your branding stand out by sponsoring an interactive art installation! This option is available by request only. Please contact Julie Barry, Director of Community Arts, jbarry@cambridgema.gov or (617) 359-4381 for more information.

Media and In-Kind Donations (Negotiable)

- For more information please contact Julie Barry, Director of Community Arts, at jbarry@cambridgema.gov or (617) 359-4381.