

# CAMBRIDGE RIVER ARTS FESTIVAL

40th Anniversary Saturday, June I, 2019 Ilam-6pm

# CAMBRIDGE **RIVER ARTS FESTIVAL**

# **40th Anniversary**

# Saturday, June 1, 2019

# llam-6pm

The Cambridge Arts River Festival is an outdoor celebration of arts and community attracting an enthusiastic audience of 150,000. Now in its 40th year, the River Festival has become a venerated Cambridge institution and a highly anticipated annual event. This year's event will bring the River to the heart of the Central Square Cultural District along Massachusetts Avenue. Festival activities and performances will respond to the broad theme of climate change in recognition of the urgency of this subject and the event's connection to the Charles River. Featuring music, food, immersive art experiences (including parading mermaids!) and more, the 40th Anniversary of the Cambridge Arts River Festival promises to be a big SPLASH!

Cambridge Arts River Festival attendees experience a wide array of Cambridge-based visual and performing arts. The 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. 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.

## **Past Media Sponsorships:**

#### MBTA

Interior Cards on the Red Line subway 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 magicIO67.com

Scout Magazine 10,000 brochures distributed

## **2019 Projected Budget:**

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

TOTAL	\$100,000
Logistics and Infrastructure	\$50,000
Marketing	\$15,000
Performers and Artists	\$35,000
Expenses	Allouin

## **Audience Profile:**

Cambridge Arts drew approximately 150,000 visitors for the 2018 annual Cambridge Arts River Festival.

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

#### **Racial Diversity:**

47% White 22% African American 18% Hispanic

15% Asian 5% Multiracial 3% Other

30.2 years

\$69.259.00

\$88.348.00

Median Age: Median Household Income: Average Annual Wage:



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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 six (6) Festival stages (includes banner placement at each stage and verbal recognition of sponsorship 3 times throughout the event at all 6 stages)
- Acknowledgement via logo placement on all promotional and marketing materials for the River Festival (includes festival banners and signage, festival program, pre-event postcard, 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 six (6) Festival stages (5 seats at each stage)
- · Access to hospitality tent for company employees and clients
- Opportunity to place company banner at Cambridge Arts Open Studios (a city-wide weekend event scheduled for Fall 2019)
- 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 two (2) Festival stages (includes verbal recognition twice 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 two (2) stages of Sponsors choice (5 seats at each stage)
- 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 one (I) 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 one (I) 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) 349-4381 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) 349-4381.