

ann arbor summer

# festival



## Overview of Sponsorship Opportunities Ann Arbor Summer Festival June 15–July 8, 2012

Estimated Attendance: 60,000+

## Sponsorship Benefits & Value Proposition:

The Ann Arbor Summer Festival is a high-profile property that offers prestige, turn-key events, targeted audiences, and relevant marketing platforms. Festival sponsorships offer opportunities to build brand awareness, drive traffic to your business, launch new products or services, and connect with your consumers in a fun and relaxed atmosphere. We pride ourselves on being Michigan's largest, most accessible and attended community and entertainment experience.

Sponsors receive benefits such as frequent brand exposure through naming mentions on-site as well as in publicity and promotion; sales opportunities through sampling and display; fully integrated hospitality packages; and direct alignment with Ann Arbor's well-educated, high-income consumers and lucrative family market.

- Exposure to over 60,000 attendees
- Multiple programming platforms offering targeted lifestyle and experiential marketing
- Inclusion in a high-profile marketing and media campaign
- Support of one of the area's favorite cultural events
- Demonstrated commitment to community and quality of life

## Investment Categories:

- Series Sponsor \$15,000+
- Lead Sponsor \$7,500+
- Presenting Sponsor \$2,500+
- Supporting Sponsor \$750+

## Event Description:

The Ann Arbor Summer Festival is a celebration of performing arts, outdoor entertainment, and community spirit. A boutique music and arts festival, the three-week gathering offers dozens of performances, activities, exhibitions, and screenings representative of the best in music, dance, comedy, film, street arts, and family entertainment.

Now entering its 29th season, the Ann Arbor Summer Festival produces two concurrent programs, one indoor and one outdoor, at various venues and spaces across the University of Michigan campus and in downtown Ann Arbor. The indoor Mainstage series includes ticketed performances of world-class music, dance, theater, and comedy. The outdoor program, Top of the Park, is held along a beautiful campus green and offers admission-free concerts, movies under the stars, open-air spectacles, and unique family attractions.

## Audience & Demographics:

Recognized as one of the leading multi-arts festivals in the country, the Ann Arbor Summer Festival offers a progressive mix of regional, national, and international artists of all disciplines. The festival's spectrum of artistic expression attracts a diverse audience in terms of age, interest, ethnicity, socio-economic background, education, and gender. With over 100 events each season, the festival provides a multitude of creative ways to engage fans.

- 55% of festival patrons reside in Ann Arbor
- 45% of festival patrons live within a 45-mile radius, including Birmingham, Detroit, Brighton, Flint, Lansing, Jackson and Toledo
- The average Mainstage ticket buyer is 35-59 years of age
- The average Top of the Park attendee is 25-50 years of age
- 59% of festival patrons are college educated
- 45% of festival patrons have an average household income of \$50,000-\$75,000
- 24% of festival patrons have children under the age of 18
- Individuals of diverse cultural backgrounds frequent both Mainstage and Top of the Park events

## Contact:

Robb Woulfe, Executive Director  
(734) 994-5999, ext. 203 or [rwoulfe@umich.edu](mailto:rwoulfe@umich.edu)

# Series Sponsorship



"In Ann Arbor, I can think of no better sponsorship venue than the Ann Arbor Summer Festival. It is a high profile event that has directly led to business opportunities for us, and has helped cement us as a leader in the community. Beyond that, it is an ideal place to invite clients and partners in order to be a part of a positive, kinetic, feel-good atmosphere."

-Jim Hume, Principal, Phire Branding Company



# Series Sponsorship (Investment: \$15,000+)

Package: **GLOBAL SERIES (exclusive)**  
Genre: World, ethnic, and multicultural  
Rights Fee: \$15,000  
Properties: (1) Mainstage show + (3) Top of the Park bands  
Previous Artists: Gilberto Gil, Cesaria Evora, Zap Mama, Afro-Cuban All Stars



Package: **POP SERIES (exclusive)**  
Genre: Contemporary pop, rock, and jazz  
Rights Fee: 15,000  
Properties: (1) Mainstage shows + (3) Top of the Park bands  
Previous Artists: Elvis Costello, kd lang, Diana Krall, Chris Isaak, Devo



Package: **ROOTS SERIES (exclusive)**  
Genre: Country, folk, and blues  
Rights Fee: \$15,000  
Properties: (1) Mainstage show + (3) Top of the Park bands  
Previous Artists: Willie Nelson, Lyle Lovett, John Hiatt, Buddy Guy, Patty Griffin

Package: **COMEDY SERIES (exclusive)**  
Genre: Stand-up, improv, and sketch comedy  
Rights Fee: \$15,000  
Properties: (1) Mainstage show + (1) Top of the Park comedy film  
Previous Artists: Capitol Steps, Reduced Shakespeare Co., Lily Tomlin, The Second City



Package: **FAMILY SERIES (exclusive)**  
Genre: Physical theater, circus, and variety arts  
Rights Fee: \$15,000  
Properties: (1) Mainstage show + Top of the Park's KidZone tent  
Previous Artists: Golden Dragon Acrobats, Tom Tom Crew, Savion Glover, Circo Comedia



Package: **SONGBOOK SERIES (exclusive)**  
Genre: Broadway, cabaret, and musical standards  
Rights Fee: \$15,000  
Properties: (1) Mainstage show + (1) Top of the Park musical film  
Previous Artists: Bernadette Peters, Michael Feinstein, Mandy Patinkin, Bebe Neuwirth

Package: **FRINGE SERIES (exclusive)**  
Genre: Indie music, performance art, and street theater  
Rights Fee: \$15,000  
Properties: (1) Mainstage show + (3) Top of the Park artists  
Previous Artists: John Waters, Meow Meow, Neal Medlyn, Taylor Mac, Dean & Britta



## Guaranteed Sponsor ID in Non-Measured Media:

### Publications & Collateral Material



#### Season Brochure (30,000 pieces)

- Logo on sponsor recognition page



#### Festival Guide (50,000 pieces)

- Logo on sponsored event page
- Logo on sponsor recognition page
- Full-page, four-color advertisement (\$1,500 value)



#### Email Blasts (11,000+ opt-in members)

- Logo in bi-weekly e-blasts throughout festival
- Logo with link in connection with sponsored event



#### Ticket Stock

- Name on front of tickets for sponsored Mainstage event (i.e. "Sponsored by...")



#### Press Releases

- Name inclusion in season press kit; regional and national distribution

### On-Site Signage



- Logo on (1) sponsor recognition lobby sign at indoor venue kiosk (top-tier placement)
- Logo on (2) sponsor recognition banners at Top of the Park (top-tier placement)
- Logo on (1) sponsor recognition sidewalk sign at Top of the Park (top-tier placement)
- Logo on slide projected prior to movie screening at Top of the Park on night of sponsored event and throughout festival season

### Verbal Recognition



- Name recognition as sponsor by stage emcees/PA announcements with multiple mentions on night of sponsored event and throughout festival season
- Opportunity for sponsor representative to be invited onstage to welcome festival-goers and to present company message on night of sponsored event\*

## Guaranteed Visibility on Festival Web Site:

(595,402 pageviews on annarborsummerfestival.org in 2010 from 110,720 unique users)



- Logo with link on homepage revolving sponsor banner; 12 months
- Logo with link on all internal pages' revolving sponsor banner; 12 months (125+ pages)
- Logo with link on sponsored event splash page
- Logo with link on sponsor recognition page
- Logo on downloadable/printable schedule

-- more --

\* Certain restrictions apply. Please read over the Terms of Agreement for details.

## Tickets & Hospitality:



### Corporate Party

- Use of one party tent for one night at Top of the Park (invite up to 200 business contacts, clients, and/or employees)\*



### VIP Reception

- (4) Invitations to the opening night reception at Top of the Park

### VIP Tickets & Parking

- (12) VIP tickets to sponsored event\*
- (6) Parking vouchers



### Complimentary Tickets

- Available house tickets for select ticketed performances throughout the festival season to distribute to business contacts, clients and/or employees\*



### Ticket Discount

- 10% Discount for groups of 20+ employees per sponsored event

## Sampling & Display:



- Opportunity to display company promotional materials at indoor venue lobby kiosk on night of sponsored event



- Opportunity to set-up a sponsor branded pop-up tent at Top of the Park on select evenings to promote your company through samplings or demonstrations

- Opportunity to distribute company product/coupons/literature at points throughout Top of the Park on select evenings

## Promotional Rights & Additional Benefits:

### Festival Branding



- Ability to use Ann Arbor Summer Festival name, logo, and web link in company's sponsor-related marketing and promotional efforts

### Volunteer Opportunities



- Organized volunteer opportunities on-site for company employees

### Exclusivity

- The right of first refusal to sponsor the same opportunity for next year's festival

\* Based on availability. Certain restrictions apply. Please read over the Terms of Agreement for details.

# Lead Sponsorship



"Toyota is a proud sponsor of the Ann Arbor Summer Festival. In addition to being a leading cultural event in the region, it provides our team members with volunteer opportunities and a chance to get involved in the community. The festival is the kick-off to summer in Michigan, and our support of the festival is truly a team effort."

-Cynthia Mahalak, External Affairs, Toyota



# Lead Sponsorship (Investment: \$7,500+)

Property: **Outdoor Cinema** (exclusive)  
Rights Fee: \$12,500 for (13) movies with presenting naming rights  
Overview: Movies projected on an inflatable screen, including musicals, comedies, action, adventure, and cult classics.



Property: **Open-Air Spectacles** (exclusive)  
Rights Fee: \$10,000-\$30,000 (based on attraction and number of shows)  
Overview: Large-scale, outdoor performances and interactive installations on the lawn at Top of the Park.

Property: **Acoustic Garden @ The Grove** (exclusive)  
Rights Fee: \$10,000 for entire series, (8) weekend nights; 16 soloists/duos  
Overview: Acoustic performances in The Grove at Top of the Park every Friday and Saturday from 5:00–7:00 pm.



Property: **First Friday | Opening Night** (exclusive)  
Rights Fee: \$7,500 for (1) night: June 15, 2012  
Overview: The festival's opening night celebration at Top of the Park is one of the most attended events of the season.

Property: **So Long Sunday | Closing Night** (exclusive)  
Rights Fee: \$7,500 for (1) night: July 8, 2012  
Overview: The festival's closing night program at Top of the Park is one of the largest community draws of the season.



Property: **Kids Rock | Family Concert Series** (exclusive)  
Rights Fee: \$7,500 for entire series; (3) Sundays at Top of the Park  
Overview: Free concert series for kids and their families, featuring the best children's musicians on the indie-rock scene.

Property: **Rock the Mall | Teen Music Competition** (exclusive, date TBA)  
Rights Fee: \$7,500 for one-night talent competition  
Overview: A teen music competition at Top of the Park designed to encourage and support a new generation of musicians.



Property: **Rock & Recycle** (exclusive)  
Rights Fee: \$7,500 for entire festival season  
Overview: Onsite recycling, waste management, and environmental stewardship program at Top of the Park.

Property: **VIP Experience** (exclusive)  
Rights Fee: \$7,500 for (3) donor appreciation events/opportunities  
Overview: Festival supporter perks that include VIP Green Room, Major Donor Dinner and Volunteer Appreciation Party.

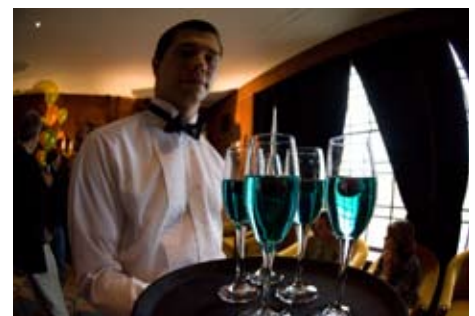


Photo credit: Myra Klarman

## Guaranteed Sponsor ID in Non-Measured Media:

### Publications & Collateral Material



#### Season Brochure (30,000 pieces)

- Logo on sponsor recognition page



#### Festival Guide (50,000 pieces)

- Logo on sponsored event page
- Logo on sponsor recognition page
- Half-page, four-color advertisement (\$1,000 value)



#### Email Blasts (11,000+ opt-in members)

- Logo with link in connection with sponsored event

### On-Site Signage



- Logo on (1) sponsor recognition lobby sign at indoor venue kiosk
- Logo on (2) sponsor recognition banners at Top of the Park
- Logo on (1) sponsor recognition sidewalk sign at Top of the Park
- Logo on slide projected prior to movie screening at Top of the Park on night of sponsored event and throughout festival season

### Verbal Recognition



- Name recognition as sponsor by stage emcees/PA announcements with multiple mentions on night of sponsored event
- Opportunity for sponsor representative to be invited onstage to welcome festival-goers and to present company message on night of sponsored event\*

### Press Releases



- Name inclusion in season press kit; regional and national distribution

## Guaranteed Visibility on Festival Web Site:

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- Logo with link on sponsored event splash page
- Logo with link on sponsor recognition page

-- more --

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## Tickets & Hospitality:



### Corporate Party

- Use of one party tent for one night at Top of the Park (invite up to 200 business contacts, clients, and/or employees)\*



### VIP Reception

- (2) Invitations to the opening weekend reception at Top of the Park



### VIP Tickets & Parking

- (8) VIP tickets to sponsored event\*
- (4) Parking vouchers

### Ticket Discount

- 10% Discount for groups of 20+ employees per sponsored event

## Sampling & Display:



- Opportunity to display company promotional materials at indoor venue lobby kiosk on night of sponsored event



- Opportunity to set-up a sponsor branded pop-up tent at Top of the Park on select evenings to promote your company through samplings or demonstrations

- Opportunity to distribute company product/coupons/literature at points throughout Top of the Park on select evenings

## Promotional Rights & Additional Benefits:



### Festival Branding

- Ability to use Ann Arbor Summer Festival name, logo, and web link in company's sponsor-related marketing and promotional efforts



### Volunteer Opportunities

- Organized volunteer opportunities on-site for company employees

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# Presenting Sponsorship



"When we look at sponsorship and advertising, we look for high-profile opportunities that get our name out into the community, as well as events that are near and dear to our clients. We have found all those qualities in the Ann Arbor Summer Festival, with one major plus: the festival staff is outstanding and has been an incredible resource in helping us maximize the value of our sponsorship investment."

-Jeff Crause, Financial Advisor, Edward Jones



# Presenting Sponsorship (Investment: \$2,500+)

Property: **Mainstage Show** (2012 lineup TBA)  
Rights Fee: \$5,000 for (1) performance, non-exclusive  
Overview: Ticketed indoor performances of world-class entertainment.

Property: **Big Top Revue | A Cabaret Fundraiser** (February 21, 2012)  
Rights Fee: \$5,000 for (1) night special event, non-exclusive  
Overview: An off-season fundraiser with cocktails, cabaret and cuisine.

Property: **FEASTIVAL | Food & Wine Experience** (June 27, 2012)  
Rights Fee: \$5,000 for (1) night special event, non-exclusive  
Overview: An in-season fundraiser with gourmet food and wine.

Property: **Visual Arts Exhibit** (exclusive)  
Rights Fee: \$5,000 for 3-week run of exhibit, including artist reception  
Overview: A collection of large-scale prints in lobby of Power Center.

Property: **Education Program** (exclusive)  
Rights Fee: \$5,000 for a series of free workshops throughout the festival  
Overview: Activities include master classes, panels and artist lectures.

Property: **Volunteer Program** (exclusive)  
Rights Fee: \$5,000 for entire festival season  
Overview: Recruitment and training of hundreds of seasonal volunteers.

Property: **Wind Down Wednesday** (exclusive)  
Rights Fee: \$5,000 for entire series; (3) Wednesdays at Top of the Park  
Overview: Ticketed outdoor wine-tasting event in The Grove.

Property: **After Dark @ Top of the Park** (exclusive)  
Rights Fee: \$5,000 for entire series, (8) weekend late nights  
Overview: A weekend after-party with DJs spinning sets in The Grove .

Property: **Retreat: Mind-Body Sessions on the Lawn** (exclusive)  
Rights Fee: \$5,000 for entire series, (8) weekend afternoons  
Overview: Classes in yoga, tai chi, and more at Top of the Park.

Property: **Artist Lounge** (exclusive)  
Rights Fee: \$2,500 for entire season  
Overview: 10' x 8' tent at Top of the Park used for artists and their fans.

Property: **Theme Nights** (exclusive)  
Rights Fee: \$2,500 per night (themes TBA; example: Bike Night)  
Overview: Novelty or specialty-themed evenings at Top of the Park.

Property: **Good Neighbor Ticket Program** (exclusive)  
Rights Fee: \$2,500 for entire festival season  
Overview: Complimentary ticket program for social service agencies.



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#### Email Blasts (11,000+ opt-in members)

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### On-Site Signage



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## Tickets & Hospitality:



### VIP Reception

- Invitation to the opening weekend reception at Top of the Park

### VIP Tickets & Parking

- (4) VIP tickets to sponsored event\*
- (2) Parking vouchers



### Ticket Discount

- 10% Discount for groups of 20+ employees per sponsored event

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# Supporting Sponsorship



"There is no better fit with WEMU's mission of service to the community and support of arts than the Ann Arbor Summer Festival. Our commitment to enhancing the quality of life in Ann Arbor and Washtenaw County fits perfectly with the festival's commitment to presenting the best in local and national arts and entertainment. We are pleased and proud to sponsor this incredible event, and look forward to doing so for many years to come."

-Molly Motherwell, General Manager, WEMU 89.1 FM



Property: **Top of the Park Movie Sponsor**  
Rights Fee: \$750 per movie  
Overview: Lineup to include a variety of film genres, including comedies, cult, action, and more.

Property: **Top of the Park Band Sponsor\***  
Rights Fee: \$750 per band  
Overview: Lineup to include a variety of music genres, including pop, rock, folk, and more.

Property: **Top of the Park Evening Tent Sponsor\***  
Rights Fee: \$500 + applicable tent rental fees (\$750–\$1,750)  
Overview: Recognition as Evening Tent Sponsor; must be combined with the rental of one or two tents. Please see hospitality packet for more information.



Photo credit: Myra Klarman

## Guaranteed Sponsor ID in Non-Measured Media:

### Publications & Collateral Material



#### Festival Guide (50,000 pieces)

- Text credit on sponsor recognition page



#### Email Blasts (11,000+ opt-in members)

- Text credit in connection with sponsored event

### On-Site Signage



- Text credit on (2) sponsor recognition banners at Top of the Park
- Text credit on (1) sponsor recognition sidewalk sign at Top of the Park
- Logo or text credit on slide projected prior to movie screening at Top of the Park on night of sponsored event and throughout festival season

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## SPONSORSHIP ACTIVATION

Sponsorship is an opportunity for companies to engage with consumers in authentic ways that highlight brand values and at the same time provide memorable experiences that deliver strong marketing results.

If you want to realize a sponsorship's full potential and make your investment work for you, we encourage you to explore and consider sponsor activation opportunities with the Ann Arbor Summer Festival. Activation can enhance the event experience and is often very powerful in spreading positive word of mouth for brands with a very specific audience.

In addition to the listed package benefits of signage, hospitality, and media exposure, you can use your festival contract as the starting point to activate your sponsorship into an integrated marketing program. The festival staff can offer great activation ideas that are relevant to your company's marketing objectives, enhance the overall event, and improve the attendee experience.

## RECENT PARTNERSHIPS

Long-term, loyal sponsors and a high sponsor renewal rate are indicative of the festival's successful history and reflect the consistent delivery of value to our event partners. Sponsors typically align themselves with the festival for five or more seasons, with some involved for over 20 years.

National and regional brand partners include:

**American Express • Bank of Ann Arbor • Comerica Bank  
Douglas J Salon & Aveda Institute • Edward Jones • Elastizell  
Fifth Third Bank • Howard Cooper Import Center • Heineken  
JJR • Mike's Hard Lemonade Co. • Miller Canfield •  
Miller Lite • O&W Inc. • Phire Branding Co. • Target • Toyota  
University of Michigan Health System • Whole Foods Market**

Local business supporters and community friends include:

**Allergy & Immunology Associates • Arbor Brewing Company  
Arch Realty • Ann Arbor State Bank • Benard L. Maas Foundation  
Columbia Asset Management • Compendia Bioscience  
Crazy Wisdom Bookstore • ECO PHYSICS, INC. • Enlighten  
Enspire Dental • First Martin Corporation • Greenhills School  
Highlander Graphics • Huron Valley Chapter of Credit Unions  
Kapnick Insurance Group • Michigan Oral Surgeons  
Planet Rock • ProAssurance • Charles Reinhart Co.  
State Street Area Association • Think Local First • Ulitho  
University of Michigan Credit Union • U.S. Wine Imports**

Media partners include:

**Ann Arbor Observer • Ann Arbor's 107one • AnnArbor.com  
Current • Between the Lines • Michigan Public Radio  
The Ann • WCBN • WEMU**



Photo credit: Myra Klarman