



2024 ART ON THE TRAILS SPONSORSHIP OPPORTUNITIES





August 24, 2024 2-6 PM

Produced by the Arts Council of Park City & Summit County in partnership with Basin Recreation.

Art on the Trails is one of the Arts Council's most beloved annual programs, connecting art and nature, and celebrating local and regional performing artists. This event provides increased visibility to our performing arts sector and provides an accessible platform for residents and visitors to get outdoors, immerse themselves in the beauty of our natural surroundings, and be inspired by art in unexpected ways. Art on the Trails gives our community an engaging activity to experience our unique sense of place and diverse performances on a signature Park City Trail.

Join the Arts Council of Park City & Summit County in bringing Art on the Trails to life!



www.pcscarts.org



ABOUT US:

Since the inception of Art on the Trails in 2018, in partnership with Basin Recreation, the Arts Council works with local and regional performing artists to curate a lineup of exceptional performances along an ADA accessible 1-mile stretch of McLeod Creek Trail. This event provides our community an accessible platform to enjoy high caliber performances integrated into our beautiful mountain landscape.

As an independent nonprofit and Local Arts Agency for Summit County, UT, our overarching goal is to increase investment in local Arts & Culture to foster growth in this sector. We support artists, performers, musicians, makers, creative businesses and other Arts & Culture nonprofits. We are committed to providing accessible programming that elevates and connects our community.

Prioritizing programming like Art on the Trails allows us to execute our mission to serve our community by driving creative programming, providing valuable resources, and cultivating connections. We envision a community where Arts & Culture is critical, where creatives thrive, and where all people connect through the arts.

MARKETING STRATEGY

SAVE-THE-DATE: A save-the-date formally announcing the date and location of Art on the Trails, as well as confirmed high-level sponsors, will be distributed to a targeted list of donors, subscribers, community members, and local businesses.

Expected Audience: 4,000+

PRINTED FLYERS: Full-color event flyers will be printed and dispersed to local businesses in Park City & Summit County approximately 3-4 weeks before the Event. Flyers will include sponsor logos and overview of the Event.

Expected Audience: 4,000+

NEWSLETTERS & E-PROMOTIONS: Will be emailed to the entire network of Arts Council newsletter subscribers, including save-the-date, various Event details and participating artist/performer details.

Expected Audience: 5,000

WEBPAGE: The Art on the Trails webpage, located on the Arts Council's website, will be updated with event and sponsor information and include links to sponsor webpages.

Expected Audience: 30,000+

SOCIAL MEDIA: With an audience of over 17,000 spread across social media outlets, the Arts Council will link attendees & followers to our mission, our sponsors and their messages, through dynamic and engaging content.

Expected Audience: 17,000+

EVENT BROCHURE: Distributed to event attendees, the program includes event details, sponsor recognition, participating artist information, and Arts Council program information.

Expected Audience: 200

EARNED & PAID MEDIA The event is advertised for 3-4 weeks prior to launch through local news channels like KPCW, Park Record, and Park City TV, in addition to paid advertising campaigns on social media, paid ads in local news, and paid underwriting on regional radio stations

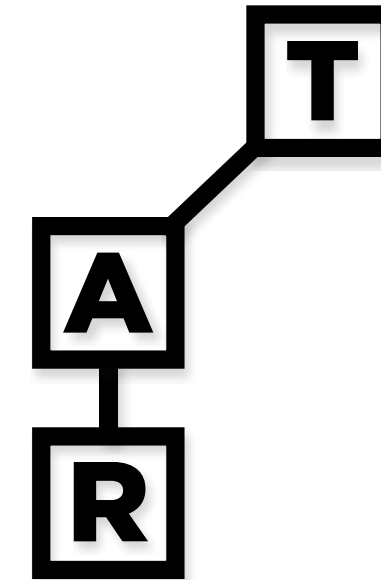
Expected Audience: 30,000+





**art
on the
trails**

presented by
"Your Company's
name here"



\$5,000

Let's hit the trails!

Join us as the 2024 Presenting Sponsor of Art on the Trails. This premiere package includes the most exposure for your company and brand, and receives the most recognition during all event-related marketing.

Presenting Sponsorship Benefits Include:

- Event naming opportunity (Art on the Trails presented by 'Your Company')
- Recognition as Presenting Sponsor on all event Sponsorship materials
- Recognition as Presenting Sponsor on all digital and print event materials (such as flyers, schedules, postcards, event posters, event website, social media, email announcements)
- Recognition as Presenting Sponsor in all pre-event radio and news announcements
- Acknowledgement as Presenting Sponsor in all press releases
- Dedicated social media post acknowledging Company as Presenting Sponsor
- Company name and logo on event website, with link to your website
- Opportunity for on-site event brand activation with a 10x10 booth (activation to be approved by Arts Council)
- Multi-channel exposure through Arts Council and partner channels including audience reach of 60k+ (social media followers, paid advertising, earned media through local outlets, email subscribers and 30k monthly website hits)
- 12 tickets to Art on the Trails // 12 drink tickets
- Volunteer opportunity slots for company staff members



Sponsorship Benefits include:

- A \$2,500 investment in your local Arts community
- 8 tickets to Art on the Trails // 8 drink tickets
- Recognition as Art on the Trails Artist Sponsor
- Business name and logo on all print and electronic promotional materials
- Acknowledgement in press releases associated with the event and e-newsletters
- 1 social media cross promotion
- Business name and logo on printed event program and onsite signage
- Company website linked on event webpage



Sponsorship Benefits include:

- A \$1,000 investment in your local Arts community
- 5 tickets to Art on the Trails // 5 drink tickets
- Opportunity for on-site event brand activation with product placement
- Business name on all electronic and select print promotional materials
- Business name on printed event program and onsite signage
- Acknowledgement in e-newsletters
- Company website linked on event webpage



Sponsorship Benefits include:

- A \$500 investment in your local Arts community
- 2 tickets to Art on the Trails // 2 drink tickets
- Business name on printed event program and onsite signage
- Company website linked on event webpage





Art on the Trails creates an opportunity for partnerships between Park City & Summit County's local outdoor enthusiasts, artists, performers, musicians, dancers and business owners. In addition to celebrating the beauty of the performing arts and our surrounding mountain town, this event provides exposure for all those that participate, creatives and corporate sponsors, alike.

Demonstrate your commitment to furthering community engagement and outdoor recreation within our community by joining the Arts Council of Park City & Summit County as a 2024 Art on the Trails Sponsor.

DON'T SEE WHAT YOU'RE LOOKING FOR?

We entertain cash and in-kind donations and we encourage you to suggest ideas for crafting the perfect sponsorship to fit your goals.

Contact Jocelyn Scudder at jocelyn@pcscarts.org