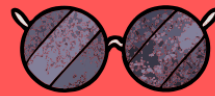


ARTSGOGGLE 2019



have you considered
SPONSORSHIP?
gain exposure for your business

1,000+ ARTISTS | 50+ BANDS | 60,000+ ATTENDEES
FREE EVENT

CELEBRATING 17 YEARS

ArtsGoggle is Fort Worth's premier festival of local arts. This **free to the public, family-friendly event** annually hosts more than 1,000 visual artists, 50 musical performances, artistic displays of every kind, food, drink, and fun for everyone. Unlike any event in Fort Worth, it exclusively focuses on highlighting the work of local artists, musicians, and performers of all mediums and experience levels. ArtsGoggle attracts a crowd of 60,000+ patrons that are as diverse as the Near Southside neighborhood where the event is hosted. Visitors are invited to park their cars and rediscover this revitalized urban neighborhood by foot or by bicycle, including Fort Worth Bike Sharing bikes.

ArtsGoggle started 17 years ago as the Near Southside's own indoor gallery night designed to showcase the district's revitalization efforts underway via newly-established business hosting one-day open houses in partnership with local artists. The event remained almost exclusively indoors for the first decade before spilling out onto the street. Today, visitors are invited to stroll **artist's booths on Magnolia Avenue that stretch more than a mile in length** and adjacent businesses, new and old, tout ArtsGoggle as their best day of sales each year.

ArtsGoggle prides itself in providing a casual, approachable and vibrant environment to appreciate art and learn about the talents within our own community. For almost two decades, this non-juried art festival has been the launch pad for many artists showing their work for the first time. ArtsGoggle provides a supportive setting for both aspiring and professional artists with new collections to display, sell and seek comment on their artwork.

Accompanying the visual artists, the **entertainment at ArtsGoggle heavily features local musicians** and offers performances from a variety of cultures and styles. In addition, the event partners with arts organizations across Fort Worth to draw attention to their programs. In years past, ArtsGoggle has hosted the Fort Worth Opera for pop-up concerts; showcased Ballet Folklorico de Azteca for a colorful dance performance; and presented raucous concerts from the Flying Balalaika Brothers, a Russian Romani rock trio that utilizes classical instruments with a modern sound.

In 2018, in tribute to ArtsGoggle's unique indoor start, the event expanded to South Main Village where businesses opened their doors in an all-day open house to show off the work of a wide array of local artists. With the event footprint now stretch more than two miles, a trolley was available to take visitors between Magnolia Avenue and South Main Village, stopping along the way at designated parking areas and indoor art experiences.

Gallery at Goggle will return in 2019 to include more showcases of fine art, music, experiential art, and unique programming inside each of the South Main Village participating businesses ranging from breweries, bars and bakeries to creative firms, historic preservation projects and theaters.

EVENT PRODUCER

ArtsGoggle is presented by Near Southside, Inc., the non-profit redevelopment organization working to revitalize this important urban neighborhood, in partnership with our sister organization Historic Southside, Inc.

TAX INFORMATION

Historic Southside, Inc., managed by Near Southside, Inc., is a 501(c)(3) non-profit organization. Sponsorship contributions made to Historic Southside, Inc. are deductible as charitable donations. W-9 forms will be provided at your request.

Near Southside, Inc. is a private, member-funded, non-profit 501(c)(4) development company dedicated to the revitalization of Fort Worth's Near Southside. NSI began as a small coalition of Near Southside businesses and community leaders and has grown dramatically over the last two decades. We invite you to join us as we promote the redevelopment of Fort Worth's Near Southside as a vibrant, urban, mixed-use neighborhood.

DATE Saturday, October 19, 2019

TIME Noon to 10:00pm

LOCATIONS

Magnolia Avenue from 8th Avenue to S. Main Street, 20 blocks, one mile stretch.
South Main Village, inside over 30 participating venues hosting art, music and activities.

COST Free to the public

ATTENDANCE An estimated attendance of 60,000+ attendees during the 10-hour event.

FIRST RIGHT OF REFUSAL

Sponsors receive a first right of refusal for 2020 ArtsGoggle sponsorships.

CONTACT

Megan Henderson Director of Events & Communications
Near Southside, Inc. 1606 Mistletoe Blvd. Fort Worth, Texas 76104
megan@nearsouthsidefw.org | cell 817.966.1880

SPONSORSHIP OPPORTUNITY

- **TROLLEY SPONSORSHIP - \$7,000**
- **STAGE SPONSORSHIP - \$5,000 (two available)**
- **SHOW STOPPER SPONSORSHIP - \$4,000**
- **ARTIST LOUNGE SPONSORSHIP - \$3,000**
- **BLOCK SPONSORSHIP - \$1,500 (six available)**

TROLLEY SPONSOR: \$7,000

With an event that now stretches more than three miles across two urban villages, trolley sponsors are underwriting one of the most important pieces of the ArtsGoggle plan. The ArtsGoggle Trolley is a critical tool for moving thousands of riders to public parking areas and indoor programming all across the district. We operate three 40 passenger charter buses circling from South Main Village to Magnolia Avenue stopping at approximately 12 trolley stops near free public parking lots and participating ArtsGoggle venues. Riders are invited to hop-on and hop-off the trolley free of charge throughout the day and lasting until one hour after the event. The official ArtsGoggle trolley sponsor will receive the following benefits:

- **Advertising Exposure**

Logo placement as the official trolley sponsor on:

- Two ½ page Fort Worth Weekly advertisements
- One full page Fort Worth Weekly advertisement
- Use of ArtsGoggle logo in your advertising and promotion (approval required)
- Use of Near Southside, Inc. logo to exhibit partnership with our organization in your advertising and promotions (approval required)

- **Printed Materials & Signage**

Logo placement on:

- Trolley stop signs at all official trolley stops
- Trolley sponsor listing in the official digital program
- Signs on the outside of each trolley bus, 3-4 buses anticipated
- Storefront venue signs displayed throughout Near Southside venues for a week prior ArtsGoggle
- Trolley sponsor listing on posters displayed at local businesses – 1,000 pieces

- **Social Media & Digital Promotion**

- Your company Facebook, Twitter, or other social media pages and website to be tagged in ArtsGoggle-related posts promoting the trolley on Near Southside social media platforms.
- Logo on ArtsGoggle webpage with link to your website
- Digital newsletters and communications related to ArtsGoggle including weekly promotions via the Near Southside Weekly Buzz newsletters, and all e-blasts promoting ArtsGoggle.



STAGE SPONSOR: \$5,000 (2 available)

Stages available:

Side stage #1 at Avoca Coffee

Side stage #2 at Fort Brewery

- **Branding Inclusion**

Your company name/logo will be included in all event materials where stage is mentioned

- **Stage Exposure**

- Top logo placement on the stage banner at your sponsored stage.
- Stage announcements before each band thanking your company for being the 2019 ArtsGoggle stage sponsor for your stage
- Ability to hang your own banners on the stage with prior approval from ArtsGoggle management

- **Printed Materials & Signage**

Logo placement on:

- Stage sponsor listing in the official digital program
- Stage sponsor listing on posters displayed at local businesses – 1,000 pieces

- **Social Media & Digital**

Your company name or logo to be featured on:

- Your company Facebook, Twitter, or other social media pages and website to be tagged in ArtsGoggle-related posts for your stage on Near Southside social media platforms
- Logo placement on ArtsGoggle webpage at www.nearsouthsidefw.org with link to your website
- Digital newsletters and communications related to ArtsGoggle including weekly promotions via the Near Southside Weekly Buzz newsletters, and all e-blasts promoting ArtsGoggle.

- **Product Exclusivity**

No other company in the same industry category will be permitted to sponsor the event in the same capacity.



"SHOW STOPPER" SPONSOR: \$4,000



"Show Stopper" sponsors have the opportunity of underwriting a unique piece of interactive public art at ArtsGoggle.

Sponsors will be positioned as the presenting partner of the art installation and receive logo recognition at and allowed on-site activation near the art project.

These pieces of programming are often the most photogenic, socially-shared and memorable aspects of ArtsGoggle. From mural walls to walking papier-mâché sculptures, "Show Stopper" sponsors are underwriting pieces of ArtsGoggle that are instantly iconic.

The project will be branded with your support as the presenting sponsor. To discuss Show Stopper opportunities, contact megan@nearsouthsidefw.org for specific details.

ARTIST LOUNGE SPONSOR: \$3,000

Let us put you front and center with the artists! The Artist Lounge Sponsor has the opportunity of underwriting the food, drinks and indoor respite offered to our 1,000 participating artists, 200+ volunteers, and sponsors.

- **Lounge Exposure**
 - Logo placement on the entry to the artist lounge
 - Logo placement on all interior artist lounge signs
 - Ability to place your own signs or promotional materials in the artist lounge
- **Endorsement**
 - After the event, we will send an email to all of our participating artists thanking you for your sponsorship and encouraging them to support you in return.
- **Social Media & Digital Promotion**
Your company name or logo to be featured on:

- Your company Facebook, Twitter, or other social media pages and website to be tagged in ArtsGoggle-related posts promoting the artist lounge on Near Southside social media platforms
- Logo placement on ArtsGoggle webpage at www.nearsouthsidefw.org with link to your website
- Artist communications related to ArtsGoggle including weekly updates to artists prior to the event, and all e-blasts promoting ArtsGoggle

BLOCK SPONSOR: \$1,500

ArtsGoggle hosts more than 1,000 participating artists across 20 blocks of Magnolia Avenue. Block Sponsorship positions your company as the host of your block with a premium “end cap” location for a promotional tent. This opportunity gives you maximum face-to-face marketing exposure with the thousands of ArtsGoggle patrons in a memorable and approachable community environment. We encourage you to take a creative approach to distributing marketing materials and engaging with event-goers, and we are happy to help you brainstorm. Sponsorship helps us to underwrite the expenses of the street closure, security, lighting, and



electricity for the artists on your block. Restaurant block sponsors will have the exclusive right to be the only food provider located in the street on the entire block that you sponsor.

Block 1 – 8th Avenue to Hurley, Magnolia Avenue – OPEN

Block 2 – Hurley to 7th Avenue, Magnolia Avenue - SOLD

Block 3 – 7th Avenue to Fairmount Avenue, Magnolia Avenue- SOLD

Block 4 – Fairmount Avenue to 6th Avenue, Magnolia Avenue- SOLD

Block 5 – 6th Avenue to S. Lake Street, Magnolia Avenue – SOLD

Block 6 – S. Lake Street to 5th Avenue, Magnolia Avenue – SOLD

Block 7 – 5th Avenue to Henderson Street, Magnolia Avenue - SOLD

Block 8 – Henderson St to Adams St, Magnolia Avenue - SOLD

Block 9 – Adams Street to Washington Avenue, Magnolia Avenue – SOLD

Block 10 – Washington Avenue to College Avenue, Magnolia Ave – SOLD

Block 11 – College Avenue to Alston Avenue, Magnolia Avenue - SOLD

Block 12 - Alston Avenue to Lipscomb Street, Magnolia Avenue - SOLD

Block 13 – Lipscomb Street to Travis Avenue, Magnolia Avenue - SOLD

Block 14 – Travis Ave. to Hemphill Street, Magnolia Avenue – SOLD

Block 15 – Hemphill to Grainger, Magnolia Avenue - SOLD

Block 16 – Grainger to S. Jennings, Magnolia Avenue – OPEN

Block 17 – S. Jennings to May Street, Magnolia Avenue - SOLD

Block 18 – May St. to St. Louis Avenue, Magnolia Avenue – OPEN

Block 19 - St. Louis Avenue to Oak Grove, Magnolia Avenue –OPEN

Block 20 - Oak Grove to S. Main Street, Magnolia Avenue – OPEN

BLOCK SPONSOR BENEFITS

- **On-Site Event Presence**

Your company will be given a prime location for one (1) 10' x 20' tent for company promotions (tent to be supplied and staffed by your team) on the block that you sponsor. The remaining endcap of your block will be assigned to food or drink vendors, or an event or public programming partner; however, they will not receive the sponsor recognition that the block sponsor receives. One sponsor per block (east or west endcap) on a first-come, first-served basis.

- **Printed Materials & Signage**

Logo placement on:

- Signs placed at the east and west entry points of each block promoting you as the block sponsor. Example:

ARTSGOGGLE BLOCK 8
Henderson Street to S. Adams Street
Presented by



- Block sponsor listing in the digital program with business advertisement

Questions? Please contact Megan Henderson, NSI Director of Events and Communications, at 817-966-1880 or megan@nearsouthsidefw.org.