



NEAR SOUTHSIDE, INC.  
PRESENTS  
**ARTS  
GOGGLE**  
A NEAR SOUTHSIDE EXPERIENCE

**Saturday, October 19, 2019 – 12pm to 10pm**

**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.

### **SPONSORSHIP OPPORTUNITY**

NSI is seeking a title sponsor, four stage sponsors, programming sponsors, 20 block sponsors, and a trolley sponsor for the 2019 ArtsGoggle event. The event provides a unique opportunity for company to promote its brand to tens of thousands of attendees while also supporting a tremendously popular community event that has become a treasured component of life in the Near Southside. Terms and benefits of sponsorship are listed on the next page. **Sponsorship contributions made to Historic Southside, Inc. are deductible as charitable donations.**

**Title Sponsorship** Y1 \$20,000 | Y2 \$25,000 | Y3 \$30,000

**Trolley Sponsor** \$7,000

**Stage Sponsorship** \$5,000 - \$7,500 depending on the stage location

**Programming Sponsor** \$5,000

**Block Sponsor** \$1,500

**DATE**

Saturday, October 19, 2019

**TIME**

Noon to 10:00pm

**LOCATION**

Magnolia Avenue from 8<sup>th</sup> 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**

All sponsors will 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](mailto:megan@nearsouthsidefw.org) | cell 817.966.1880

# SPONSORSHIP OPPORTUNITIES

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## TITLE SPONSORSHIP

3-year commitment

Y1 \$20,000 | Y2 \$25,000 | Y3 \$30,000

### Naming Rights

Your company name/logo will be integrated into the event branding to read:



presents

**ArtsGoggle**

A Near Southside Experience

- **Product Exclusivity**  
No other company in the same industry category will be permitted to sponsor the event in any capacity.
- **Advertising Exposure**  
Your company will receive "top billing" in all our marketing, public relations, advertising and promotional efforts, to include logo placement on:
  - Two ½ page Fort Worth Weekly advertisements
  - One full page Fort Worth Weekly advertisement
  - Exclusive logo with link advertisement for your company in the official ArtsGoggle digital program
  - Use of ArtsGoggle logo in your own advertising and promotion
  - Use of Near Southside, Inc. logo to exhibit partnership with our organization in your advertising and promotions
- **Printed Materials & Signage**  
Your company name or logo will receive "top billing" in all printed materials and signage to include logo placement on:
  - Cover artwork for the official digital program
  - Posters displayed at local businesses – 1,000 pieces

- All ArtsGoggle event signage
- Any additional ArtsGoggle promotional materials
- **Stage Exposure**
  - Logo placement on banner at Magnolia Ave. Stage #1
  - Logo placement on banner at Magnolia Ave. Stage #2
  - Logo placement on banner at Magnolia Ave. Stage #3
  - Logo placement on banner at Magnolia Ave. Stage #4
- **Social Media & Digital**

Your company name or logo to be featured on:

  - Facebook
    - Near Southside page banner image for one month prior to the event.
    - ArtsGoggle page for one month prior to the event.
    - ArtsGoggle Event Invitation for one month prior to the event.
    - Your company Facebook, Twitter, or other social media page and website to be frequently tagged in ArtsGoggle related posts on Near Southside Facebook page, ArtsGoggle Facebook page, and ArtsGoggle Event Invitation
  - ArtsGoggle webpage at [www.nearsouthsidefw.org](http://www.nearsouthsidefw.org) with link to your website
  - Digital newsletters and communications related to ArtsGoggle including monthly NSI newsletter before and after the event, weekly The Near Southside Buzz newsletter prior to the event, and all e-blasts promoting ArtsGoggle.
- **The Art of <insert your industry here>!**

Whether craft brewing, banking, insuring, designing, manufacturing, or marketing - your company will be given up to three prime location spaces for a tent for company promotions (to be supplied and staffed by your team) throughout the event footprint. This opportunity gives you maximum face-to-face marketing exposure with the thousands of ArtsGoggle patrons in a memorable and community driven manner.

Suggestions for how this space could be used during the event for a bank:

- **Art Cents-ability** – Coins could be used to make a large public mural on blank canvas or plywood. The public participates by filling in the pre-drawn mural with the appropriate coin similar to a paint by number.
  - **That's a Wrap!** - Coin wrappers of different denominations and colors could be used to build a large collage or a creative papier-mâché sculpture
  - **Dollar Origami** – An origami expert could be on site teaching the public how to fold one dollar bills into elaborate shapes
  - **Small Business Matters!** – Hang a series of banners/posters advertising small businesses that are customers of your bank. This would position you within the neighborhood as a bank that cares deeply about small business while also serving as a benefit to your current clientele.
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## **ADDITIONAL ARTSGOGGLE SPONSORSHIP OPPORTUNITIES**

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### **STAGE SPONSOR (1 sponsor per stage, 4 stages total) \$5,000 (side stages) - \$7,500 (main stage)**

- **Branding Inclusion**  
Your company name/logo will be included in all event branding as the official stage sponsor for your stage. Stage reservations will be secured on a first come, first served basis.
- **Product Exclusivity**  
No other company in the same industry category will be permitted to sponsor the event in the same capacity.
- **Advertising Exposure**  
Logo placement on:
  - Two ½ page Fort Worth Weekly advertisements
  - One full page Fort Worth Weekly advertisement
  - Use of ArtsGoggle logo in your own advertising and promotion (prior approval required)
  - Use of Near Southside, Inc. logo to exhibit partnership with our organization in your advertising and promotions (prior approval required)
- **Printed Materials & Signage**  
**Logo placement on:**
  - Stage sponsor listing in the official digital program
  - Vinyl banners displayed throughout Near Southside for a week prior ArtsGoggle
  - 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 page and website to be tagged in ArtsGoggle related posts for your stage on Near Southside Facebook page, ArtsGoggle Facebook page, and ArtsGoggle Event Invitation
  - ArtsGoggle webpage at [www.nearsouthsidefw.org](http://www.nearsouthsidefw.org) with link to your website
  - Digital newsletters and communications related to ArtsGoggle including weekly promotions via the Near Southside Buzz newsletter prior to the event, and all e-blasts promoting ArtsGoggle.
- **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

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## **ARTSGOGGLE TROLLEY SPONSOR**

### **\$7,000**

Trolley sponsors are underwriting one of the most important pieces of the ArtsGoggle plan. With more than 60,000 visitors coming to the Near Southside on ArtsGoggle day, the official ArtsGoggle Trolley is critical tool that serves thousands of riders throughout ArtsGoggle day. The trolley operates with approximately 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 in these two urban villages. 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**

Your company name or logo to be featured on:

- Your company Facebook, Twitter, or other social media page and website to be tagged in ArtsGoggle related posts for your stage on Near Southside Facebook page, ArtsGoggle Facebook page, and ArtsGoggle Event Invitation
  - ArtsGoggle webpage at [www.nearsouthsidefw.org](http://www.nearsouthsidefw.org) with link to your website
  - Digital newsletters and communications related to ArtsGoggle including weekly promotions via the Near Southside Weekly Buzz newsletter prior to the event, and all e-blasts promoting ArtsGoggle.
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## **PROGRAMMING SPONSOR**

**\$5,000**

Programming 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, programming sponsors are underwriting pieces of ArtsGoggle that are instantly iconic.

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## **FOOD, SWEETS & NON-ALCOHOLIC DRINKS**

**\$250 Near Southside, Inc. Members**

**\$300 non-NSI members**

Your company will be given a 10' x 10' space for food, sweets and non-alcoholic drink sales (to be supplied and staffed by you). This opportunity gives your business maximum face-to-face sales exposure with thousands of ArtsGoggle patrons. Food trucks may inquire about more space if needed, based on availability. Preference is given to brick-and-mortar restaurants located inside the Near Southside boundaries. Vendors are required to obtain all required health permits and should anticipate an inspection by the City of Fort Worth Health Department for public safety purposes. Subject to availability and need for variety. Register online.

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## **OFFICIAL VENUE STATUS**

**Exclusive to businesses inside the NSI boundary**

**FREE Near Southside, Inc. Members**

**\$100 non-NSI members**

Venue status allows businesses **located inside the Near Southside district boundary** to participate in ArtsGoggle as an official venue. To qualify as an official venue, you must contribute indoors or outdoors at your business one or more of the following to the ArtsGoggle experience by hosting:

- Business name, address, website, phone number and email contact
  - A photo of your choice
  - If hosting an artist/s their ArtsGoggle profile will be placed within your listing
  - Bullet points about how you are participating in ArtsGoggle
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# BLOCK SPONSORS

## \$1,500

One sponsor per block (east or west endcap) on a first-come, first-served basis. The other endcap of your block will be assigned to food or drink vendors, a promotional partner who does not receive sponsorship benefit such as a non-profit organization, or public programming for ArtsGoggle. **Purple and red sponsorships have first right of refusal from previous year's sponsorship and may be available should they choose to pass on this opportunity. Please contact [megan@nearsouthsidefw.org](mailto:megan@nearsouthsidefw.org) for availability.**

**Block 1 – 8<sup>th</sup> Ave. to Hurley, Magnolia Ave. – Novak Hair Studios**

**Block 2 – Hurley to 7<sup>th</sup> Ave., Magnolia Ave. – The Monarch**

**Block 3 – 7<sup>th</sup> Ave. to Fairmount Ave., Magnolia Ave. – Lone Star Film Festival**

**Block 4 – Fairmount Ave. to 6<sup>th</sup> Ave., Magnolia Ave. – OPEN FOR SPONSOR**

**Block 5 – 6<sup>th</sup> Ave. to S. Lake St., Magnolia Ave. - Biolase**

**Block 6 – S. Lake St. to 5<sup>th</sup> Ave., Magnolia Ave. – The Collective Outdoors**

**Block 7 – 5<sup>th</sup> Ave. to Henderson Street, Magnolia Ave. – Cat City Grill**

**Block 8 – Henderson St to Adams St., Magnolia Ave. – Kent & Co.**

**Block 9 – Adams St. to Washington Ave., Magnolia Ave. – Harmony Spiritual**

**Block 10– Washington to College Ave., Magnolia Ave. – Spectra Bank**

**Block 11 – College Ave. to Alston Ave., Magnolia Ave. – Peak Chiropractic**

**Block 12 – Alston Ave. to Lipscomb St., Magnolia Ave. – Red Team Real Estate**

**Block 13 – Lipscomb St. to Travis Ave., Magnolia Ave. - OPEN**

**Block 14 – Travis Ave. to Hemphill St., Magnolia Ave. – Make A Wish North Texas**

**Block 15 – Hemphill St. to Grainger St., Magnolia Ave. – Lasik Vision Institute**

**Block 16 – Grainger to S. Jennings Ave, Magnolia Ave. – OPEN FOR SPONSOR**

**Block 17 – Jennings Ave to May Street, Magnolia Ave. – Fixture Social Kitchen**

**Block 18 – May Street to St. Louis Ave., Magnolia Ave. - OPEN FOR SPONSOR**

**Block 19 – St. Louis Ave. to Oak Grove, Magnolia Ave. - OPEN FOR SPONSOR**

**Block 20 – Oak Grove to S. Main Street, Magnolia Ave. - OPEN FOR SPONSOR**

ArtsGoggle hosted more than 1,000 participating artists, 50 bands and 60,000 patrons in 2018 so this year we are preparing to again close Magnolia Ave. to car traffic from 8th Ave. to St. Louis Ave., with the exception of Hemphill Street, and will place all outdoor artist's booths on the street. This festival layout offers an opportunity for one sponsor per block to underwrite the expenses of the street closure, security, lighting, and electricity in exchange for premium exposure at ArtsGoggle. 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.

- **On-Site Event Presence**

Your company will be given a prime location for a 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 block endcap will be sold as a food vendor or promotional booth; however, they will not receive the sponsor recognition that the block sponsor receives. 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 the thousands of ArtsGoggle patrons and are happy to help brainstorm.

- **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
- Sponsor listing on posters displayed at local businesses – 1,000 pieces

### **Questions?**

Please contact Megan Henderson, NSI Director of Events and Communications  
817-966-1880 or [megan@nearsouthsidefw.org](mailto:megan@nearsouthsidefw.org)

