



ARTS MERCED! FESTIVAL

Formerly Big Valley Arts & Culture Festival

Saturday
October 2, 2010
10am-7pm

Sponsored by the Merced County Arts Council 645 West Main Street Merced CA 95340 (209) 388-1090 stage@artsMerced.org www.artsMerced.org

O V E R V I E W

WHO THE MERCED COUNTY ARTS COUNCIL, now in its fourth decade of service to the community, is a nonprofit organization committed to inspiring and nurturing the arts in Merced County. The Arts Council manages an arts-in-education program in the K12 schools, teaches visual and performing arts to adults with developmental disabilities, and curates the galleries at the Merced Multicultural Arts Center, to name a few.

For nearly 20 years, the Arts Council has proudly hosted Merced County's only annual fine arts and culture festival. First as *Threads*, then as the *Big Valley Arts & Culture Festival*, the event is now ArtsMerced!, with a new make-over and exciting surprises. It will still feel familiar with traditions that our loyal festival goers love, such as some of California's finest arts and craftspeople and favorite local performers such as jazz musicians, dance troupes, and theatre. We'll also spotlight organizations that celebrate the heritages that have shaped this region, such as the Hmong, Latino and Filipino cultures.

WHAT IT'S A GOOD TIME. The ArtsMerced! Festival gathers thousands of Mercedians and visitors to have fun with family, friends and neighbors, to celebrate the diversity of the arts in Merced County. Festival goers will enjoy music, visual arts and entertainment, food, arts and crafts, and fun! *New this year: Festival goers will get a first glimpse at Arts Alive! During this art competition, artists will have 6 hours to create a work of art from scratch, and at the end of the festival, enter to win a chance to exhibit at the Merced Multicultural Arts Center.*

WHERE LOCATED IN THE HISTORIC DISTRICT OF DOWNTOWN MERCED, Festival goers not only love the event itself, but also enjoy the ambiance of art deco and craftsman style architecture, the historic Courthouse Museum, and the charm of the downtown neighborhood.

The streets of downtown are filled with performing and visual artists. At the heart of the Festival is the Merced Multicultural Arts Center, 645 West Main Street. Free parking is available in the parking garages on 18th Street between M & N Streets, and on the streets surrounding the Festival grounds.

WHEN KICKING OFF NATIONAL ARTS & HUMANITIES MONTH the first Saturday in October, mark your calendar: SATURDAY, OCTOBER 2, 2010, 11AM-6PM with after parties in the evening.

WHY AS A SPONSOR OF THE FESTIVAL, you make an investment in more than the promotion of your company. You invest in:

- Cultural tourism revenues,
- Redevelopment area of historic downtown Merced,
- Arts in Merced County, and
- Overall quality of life for our community.

Supporting this Festival isn't just about buying an ad. It's about supporting the foundation for excellence in the arts, cultural exchange and a stronger economy.



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E V E N T P R O M O T I O N

TARGET AUDIENCE For 17 years, residents of Merced County, as well as from neighboring counties, have enjoyed the Festival. With its growing popularity, we are also now attracting people from points beyond. In a survey conducted last year, we found that about 40% of the attendees were from outside of Merced (even a few international visitors!); and about half of those surveyed were first time attendees.

This year, the Arts Council is thrilled to partner with University of California, Merced Family Weekend. Parents and grandparents, siblings and friends of UC Merced's students will visit Merced, many for the first time, and make the Festival a part of their new annual tradition. UC Merced Office of Student Life will promote the Festival and post-Festival activities to its visitors, and encourage everyone to see what makes Merced the best place to send their children to college.

MASS MEDIA The Merced County Arts Council has strong relationships with the following media outlets.

- *VIA Magazine*, bi-monthly publication t/o northern California and neighboring states.
- *Merced Sun Star*, daily county-wide circulation of 20,000.
- *County Times*, weekly county-wide circulation of 35,000.
- *The D Magazine*, monthly downtown-UCM circulation of 5,000.
- Radio Merced, including rock, talk, country, oldies and Mexican stations.
- Buckley Radio, including country and R&B stations.
- National Public Radio, in Fresno, Stockton and Sacramento.
- METV/Comcast, serving the Central Valley.

THE WEB ArtsMerced! Festival is posted at www.artsMerced.org and broadcast through the Arts Council's weekly email blast to over 2,100 addresses. The Festival is prominently on major social networking sites such as Facebook, MySpace and Twitter, and on local and regional online events calendars.

PRINTED MATERIAL Even in the era of technology, paper is still an essential part of comprehensive marketing strategies. For the Festival:

- 1,000 customized fliers are distributed at community gatherings including other festivals, and at local retail outlets and restaurants.
- 600 postcards are mailed to members of the Arts Council and regional elected officials.
- 200 11x17 color posters are displayed at retail outlets and restaurants in downtown and throughout Merced, at the college and university, and in neighboring cities.

FESTIVAL PROGRAM The Festival program is a guide to the day's events, including a map of the event, a categorical list of arts and crafts merchants, the stage schedules, information about the cultural communities, and culinary choices. Among that is credit to all of our volunteers and sponsors.



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S P O N S O R S H I P P A C K A G E S

WEB SPONSOR	\$100	<ul style="list-style-type: none">▪ ¼ page black & white ad in event program.³▪ Recognition as arts supporter on www.artsMerced.org for one year.
PRINT SPONSOR	\$200	<ul style="list-style-type: none">▪ Logo on all fliers, posters, and postcards.¹▪ ½ page black & white ad in event program.³▪ Recognition as arts supporter on www.artsMerced.org for one year.
ACTIVITY SPONSOR	\$500	<ul style="list-style-type: none">▪ Public recognition in all press releases and public service announcements.²▪ Logo on all fliers, posters, and postcards.¹▪ ½ page color ad in event program.³▪ Recognition as arts supporter on www.artsMerced.org for one year.
EVENT SPONSOR	\$1,000	<ul style="list-style-type: none">▪ Logo prominently displayed at Festival (sponsor must provide banner).³▪ Invitation to annual Galaxy Donor appreciation dinner.▪ Public recognition in all press releases and public service announcements.²▪ Logo on all fliers, posters, and postcards.¹▪ Full-page color ad in event program.³▪ Recognition as arts supporter on www.artsMerced.org for one year.
NAMING SPONSOR	\$5,000	<ul style="list-style-type: none">▪ Business name under title of event on all print material and in all press, i.e.: <i>ArtsMerced! Festival, sponsored by_____</i>.¹▪ Logo prominently displayed at Festival (sponsor must provide banner).³▪ Invitation to annual Galaxy Donor appreciation dinner.▪ Public recognition in all press releases and public service announcements.²▪ Logo on all fliers, posters, and postcards.¹▪ Full-page color ad in event program.³▪ Recognition as arts supporter on www.artsMerced.org for one year.
EXCLUSIVE PRESENTING SPONSOR	\$10,000	<ul style="list-style-type: none">▪ Business name in title of event on all print material and in all press, i.e.: <i>The Merced County Arts Council and _____ present: ArtsMerced! Festival</i>.¹▪ Logo prominently displayed at Festival (sponsor must provide banner).³▪ Invitation to annual Galaxy Donor appreciation dinner.▪ Public recognition in all press releases and public service announcements.²▪ Logo on all fliers, posters, and postcards.¹▪ Full-page color ad in event program.³▪ Recognition as arts supporter on www.artsMerced.org for one year.

¹Deadline June 1, 2010

²Deadline July 15, 2010

³Deadline September 1, 2010