

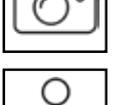
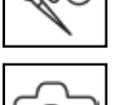
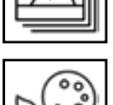
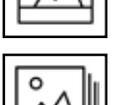
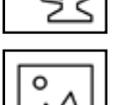
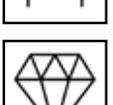
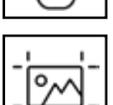
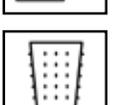
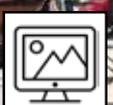
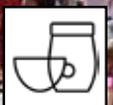
22 YEARS

# BETHESDA ROW ARTS FESTIVAL



# BE A PART OF BETHESDA'S PREMIERE FALL ARTS EVENT

OCTOBER 12-13, 2019  
BETHESDA ROW, MD



## THE FESTIVAL

Each October, 190 leading artists nationwide turn Bethesda Row's Arts and Entertainment District into an outdoor art gallery, featuring juried fine arts and fine crafts. "Art Fair Sourcebook" has recognized the Bethesda Row Arts Festival (BRAAF) as one of the top 30 Fine Art Shows in the United States, attracting 45,000 art patrons over the two-day event.

Bethesda Row, just outside of Washington, DC, features more than 50 fine shops, upscale galleries and unique restaurants with outdoor seating. A few short blocks from the Metro, and on the Capital Crescent Trail, the area is accessible to the entire region by subway, bus, car and bike.

**FOR 22 YEARS, BRAAF HAS PROMOTED ARTS AND CULTURE TO BETHESDA'S HIGH-END RETAIL DISTRICT**

## NEW FOR 2019

**Young Collector's Corner:** Working with local galleries and arts organizations, a separate cluster of emerging artists will showcase their works to first-time and novice art collectors. Focusing on local artists, this tented area will connect two of the fair's main streets, creating a single loop around the block for all attendees.

**VIP Experience:** Guided by a knowledgeable art consultant, patrons may reserve a personalized tour of the event, including electric cart service, refreshments, and one-on-one time with pre-selected artists.

**Art Ambassadors:** Over two dozen volunteers will line the streets to guide patrons through the event, passing out a daily newsletter, maps, sponsor materials, offers at local restaurants, and providing way finding services.

## WHO ATTENDS

The Festival attracts 45,000 high income attendees come from the Washington, DC Metro Area, and the surrounding suburbs of Bethesda, Chevy Chase and Upper Northwest. The three mile radius around the Festival has an average household income of \$196,910, making it one of the nation's most affluent and educated art marketplaces.

The event is promoted through a targeted and integrated marketing plan, which includes a comprehensive social media and internet campaign, magazine and newspaper advertising, postcards and posters, and radio promotion. Our public relation firm works with the local chamber of commerce and urban district to engage the community, and reach out to new audiences.

## CONTACT US

**JIM TAGLAUER**  
**DIRECTOR@BETHESDAROWARTS.COM**  
**301-637-5684**



# PARTNERSHIP OPPORTUNITIES

Over the past 22 years, the Bethesda Row Art Festival has become a Bethesda tradition. The streets are filled with arts patrons who spend time in the fine boutiques, upscale galleries and unique restaurants of Bethesda Row.

## DIAMOND PARTNERS: \$4,500

*Diamond Partners sparkle with festival attendees through a robust outreach program before, during — and after the event.*

### ON-SITE MARKETING

- We provide a 10'x10' tent, tables and chairs in a **prime location** for maximum exposure to over 45,000 attendees.
- Dedicated Art Ambassadors to hand out marketing materials throughout the event.

### PRE-EVENT MARKETING

- Half-page ad in the BRAF printed program mailed to upscale single-family homes prior to the event.
- **NEW:** Diamond Social Media plan, including **EIGHT** dedicated posts on Facebook, Instagram and Twitter between September 1 — October 10, and unlimited re-posts and shares of your messages which mention BRAF throughout the year.
- Company logo on all posters, postcards, programs, and pre-event emails to patrons.
- Company logo on new mobile-first bethesdarowarts.com website, including link to any page of your choosing.
- Short corporate profile included in all press materials.

### POST-EVENT MARKETING

- Linked logo included in post-event email to attendees, artists, and media.

## GOLD PARTNERS: \$3,000

*Gold Partners make the festival shine with special opportunities that make your business glimmer.*

### ON-SITE MARKETING

We provide a 10'x10' tent, tables and chairs for exposure to over 45,000 attendees.

### PRE-EVENT MARKETING

- **NEW:** Gold Social Media plan, including **FOUR** dedicated posts on Facebook, Instagram and Twitter between September 1 — October 10, and unlimited re-posts and shares of your messages which mention BRAF throughout the year.
- Company logo on all posters, postcards, programs, and pre-event emails to patrons.
- Company logo on new mobile-first bethesdarowarts.com website, including link to any page of your choosing.

## SILVER PARTNERS: \$1,500

*Silver Partners shine brightly with a targeted set of marketing opportunities.*

### PRE-EVENT MARKETING

- **NEW:** Silver Social Media plan, including **TWO** dedicated posts on Facebook, Instagram and Twitter between September 1 — October 10, and unlimited re-posts and shares of your messages which mention BRAF throughout the year.
- Company logo on all posters, postcards, programs, and pre-event emails to patrons.
- Company logo on new mobile-first bethesdarowarts.com website, including link to any page of your choosing.

## MARKETING TIP

**SPONSORS THAT INCLUDE AN ARTS COMPONENT TO THEIR MARKETING AND TENT HAVE A PROVEN TRACK RECORD OF ATTRACTING AND ENGAGING MORE QUALIFIED CLIENTS**

## NEED MORE?

**TO MEET YOUR SPECIFIC MARKETING GOALS, LET US PREPARE A CUSTOM PLAN FOR YOU. WE HAVE MANY ADDITIONAL OPTIONS, INCLUDING NAMING OPPORTUNITIES, ON-SITE SIGNS, AND INCREASED SOCIAL MEDIA PRESENCE.**