

23 YEARS



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

OCTOBER 10-11, 2020  
BETHESDA ROW, MD



## THE FESTIVAL

Each October, more than 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 35,000 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.

## WHO ATTENDS

The Festival attracts 35,000 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.

## ALL PACKAGES INCLUDE:

- ✓ Company logo on all posters, postcards, event program (distributed in *The Washington Post*, and pre-event emails to patrons.
- ✓ Company logo on mobile-first [bethesdarowarts.com](http://bethesdarowarts.com) website, including link to any page of your choosing.
- ✓ Short corporate profile included in all press materials.
- ✓ Linked logo included in post-event email to attendees, artists, and media.

**FOR 23 YEARS, THE BETHESDA ROW ARTS FESTIVAL HAS PROMOTED ARTS AND CULTURE TO BETHESDA'S HIGH-END RETAIL DISTRICT.**

## CONTACT US

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# PARTNERSHIP OPPORTUNITIES

Over the past 23 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.

## PLATINUM PARTNERS: \$10,000

*Platinum Partners shine brightly with exclusive perks and marketing opportunities*

### ON-SITE MARKETING

- We provide a 10'x20' tent, tables and chairs in a **corner location** for maximum exposure to over 35,000 attendees.
- One dedicated Art Ambassador to hand out marketing materials throughout the event.
- Three VIP Experiences for your employees or special guests (6 people in total).

### PRE-EVENT MARKETING

- **NEW:** Platinum Social Media plan, including **TEN** dedicated posts on Facebook, Instagram and Twitter between July 1 — October 10, and unlimited re-posts and shares of your messages which mention BRAF throughout the year.

## 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 35,000 attendees.
- One dedicated Art Ambassadors to hand out marketing materials throughout the event.

### PRE-EVENT MARKETING

- **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.

## 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.

## 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.

## MARKETING TIP

PARTNERS WHO INCLUDE AN ARTS COMPONENT TO THEIR MARKETING AND TENT ATTRACT AND ENGAGE MORE QUALIFIED CLIENTS.

