

2023 Fine Art Fair Prospectus



PEORIA
ART
GUILD

	DIAMOND \$25,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2500	BRONZE \$1000	COPPER \$500	FRIEND \$200
Naming Rights*	Main Entrance	Kids Art Festival	Community Mural				
Complimentary Ad	Full Page	Full Page	Full Page	Half Page	Qtr Page	Logo	Mention
Logo PAG Web Page	Yes	Yes	Yes	Yes	Yes	Yes	Mention
Logo on FAF t-shirts	Yes	Yes	Yes	Yes	Yes	Yes	Mention
Logo on advertising poster	Yes	Yes	Yes	Yes	Yes	Yes	
Logo displayed at the Fair	Yes	Yes	Yes	Yes	Yes	Yes	
Free FAF passes	40	20	16	12	8	4	2
Signed/Framed FAF poster	Yes	Yes	Yes	Yes			
Free entry to the Saturday artist awards party	10	8	4	2	2	1	
Beer/Wine Tickets for Saturday Night Award Party	20	16	8	4	4	2	

* Naming rights are awarded to cash sponsors on a deposit date basis. If the area has already been chosen by another cash sponsor, you may choose another fair area from those remaining. Additional sponsor benefits may be added at a later date.

Diamond Sponsor

\$25,000+ - Cash Only

- Naming Rights to the Fine Art Fair Main Entrance
- Fine Art Fair Program full-page ad (5" x 8" – See attached specification sheet for ads)
- Most prominent logo placement on promotional materials
- Fine Art Fair framed poster (signed by the featured artist). Posters will be delivered several weeks after the Fair concludes.
- Logo included on Peoria Art Guild website in the Fine Art Fair Sponsorship section
- Logo included on Fine Art Fair advertising poster displayed in local businesses
- Logo on Fine Art Fair t-shirts
- Complimentary Fine Art Fair passes (40)
- VIP Lanyards (10) which allows:
 - Entry into Saturday Night Artist Awards Party (10).
 - Two drinks per person (20 tickets)
- Year-long invitation to Peoria Art Guild events

Platinum Sponsor

\$10,000 - \$24,999 - Cash or equivalent in-kind donation

- Naming Rights to the Kids Art Festival
- Fine Art Fair Program full-page ad (5" x 8" – See attached specification sheet for ads)
- Most prominent logo placement on promotional materials
- Fine Art Fair framed poster (signed by the featured artist). Posters will be delivered several weeks after the Fair concludes.
- Logo included on Peoria Art Guild website in the Fine Art Fair Sponsorship section
- Logo included on Fine Art Fair advertising poster displayed in local businesses
- Logo on Fine Art Fair t-shirts
- Complimentary Fine Art Fair passes (20)
- VIP Lanyards (10) which allows:
Entry into Saturday Night Artist Awards Party (8).
Two drinks per person (16 tickets)
- Year-long invitation to Peoria Art Guild events

Gold Sponsor

\$5,000 - \$9,999 - Cash or equivalent in-kind donation

- Naming Rights to the Community Mural
- Fine Art Fair Program full-page ad (5" x 8" – See attached specification sheet for ads)
- Most prominent logo placement on promotional materials
- Fine Art Fair framed poster (signed by the featured artist). Posters will be delivered several weeks after the Fair concludes.
- Logo included on Peoria Art Guild website in the Fine Art Fair Sponsorship section
- Logo included on Fine Art Fair advertising poster displayed in local businesses
- Logo on Fine Art Fair t-shirts
- Complimentary Fine Art Fair passes (16)
- VIP Lanyards (4) which allows:
 - Entry into Saturday Night Artist Awards Party (4).
 - Two drinks per person (8 tickets)
- Year-long invitation to Peoria Art Guild events

Silver Sponsor

\$2,500 - \$4,999 - Cash or equivalent in-kind donation

- Fine Art Fair Program half-page ad (5" x 3.75" – See attached specification sheet for ads)
- Logo placement on promotional materials
- Fine Art Fair framed poster (signed by the featured artist). Posters will be delivered several weeks after the Fair concludes.
- Logo included on Peoria Art Guild website in the Fine Art Fair Sponsorship section
- Logo included on Fine Art Fair advertising poster displayed in local businesses
- Logo on Fine Art Fair t-shirts
- Complimentary Fine Art Fair passes (12)
- VIP Lanyards (2) which allows:
 - Entry into Saturday Night Artist Awards Party (2).
 - Two drinks per person (4 tickets)
- Year-long invitation to Peoria Art Guild events

Bronze Sponsor

\$1,000 - \$2,499 - Cash or equivalent in-kind donation

- Fine Art Fair program quarter-page ad
(See attached specification sheet for ads)
- Logo placement on promotional materials
- Logo included on Peoria Art Guild website in the Fine Art Fair Sponsorship section
- Logo included on Fine Art Fair advertising poster displayed in local businesses
- Logo on Fine Art Fair t-shirts
- Complimentary Fine Art Fair passes (8)
- VIP Lanyards (2) which allows:
Entry into Saturday Night Artist Awards Party (2).
Two drinks per person (4 tickets)
- Year-long invitation to Peoria Art Guild events

Copper Sponsor

\$500 - \$999 - Cash or equivalent in-kind donation

- Logo placement on promotional materials
- Logo included on Peoria Art Guild website in the Fine Art Fair Sponsorship section
- Logo included on Fine Art Fair advertising poster displayed in local businesses
- Logo on Fine Art Fair t-shirts
- Logo in Fine Art Fair program
- Complimentary Fine Art Fair passes (4)
- VIP Lanyards (1) which allows:
Entry into Saturday Night Artist Awards Party (1).
Two drinks per person (2 tickets)
- Year-long invitation to Peoria Art Guild events

Friend Sponsor

\$200 - \$499 - Cash or equivalent in-kind donation

- Named on promotional materials
- Name included on Peoria Art Guild website in the Fine Art Fair Sponsorship section
- Logo included on Fine Art Fair advertising poster displayed in local businesses
- Complimentary Fine Art Fair passes (2)
- Year-long invitation to Peoria Art Guild events

2022 Economic Impact

The economic impact to Peoria from The Fine Art Fair was estimated at \$300,420 in 2022. This number is determined by adding all expenses and revenue at the fair as well as the number of hotel stays, anticipated restaurant impact and tourism data. We work closely with The Peoria Area Convention and Visitors Bureau to calculate these numbers.

We Spend Locally

The Peoria Fine Art fair organizers make a conscious effort to exclusively support local vendors, restaurants, hotels, musicians, and businesses. Total expenses for the Fine Art Fair exceeded \$100,000 in 2022, most going back into the community.

Annual attendance: approximately 8,500

40% of our visitors travel over 25 miles to the fair

Estimated overnight stays in Peoria: 1088

Average meal purchases over the weekend: \$652,594

Average shopping purchases for the weekend: \$41,835

Average recreation purchases over the weekend: \$34,482

Local estimated taxes generated \$24,437



Fast Facts



61st Annual Peoria Art Guild Fine Art Fair

- **Hosted by the Peoria Art Guild in collaboration with the Peoria Park District**
- **September 23-24, 2023, ~ 200 NE Water Street, Peoria IL**

The Peoria Art Guild Fine Art Fair will celebrate its 61st year of bringing 130 artists from all over the country to exhibit on Peoria's scenic riverfront the last weekend in September. The Fine Art Fair is the largest community event in central Illinois that showcases quality art, music, food and hands-on art activities for kids and adults.

- **Peoria Art Guild Fine Art Fair rates in top 200 in the nation**
- **One of the oldest art fairs in the country**
- **Juried art fair: 130 artists selected from hundreds of applications**
- **Approximately 8,500 attendees**
- **Kids Art Festivals**
- **Community Mural**
- **Live musical performances**
- **Preferred local vendors**
- **200+ friendly volunteers**

Fine Art Fair Marketing

- **Our Fair Directors, Nikki Wheeler & Shannon Cox have extensive experience in local and regional marketing including TV, radio, print & social media.**
- **Media partners include WMBD/WEEK/WYZZ/HYFN Media, WCBU, Midwest 360, and Adams Outdoor.**

Artist Comments



“Peoria has the best volunteers in the country!”

“We do a lot of art fairs and Peoria is one of the best! Keep up the outstanding work you do for your community and the artists.”

“Can’t thank you enough for all the hard work you do for the artists. Love Peoria!”

“What a pleasure to be a part of this well organized and friendly fair.”

Great location, friendly people and above average sales. I’m a happy Artist!”

“I feel you folks get more skilled at this every year. Loved the energy of the opening drum group. That Bradley Jazz Band was just excellent! “

“The best most organized Art Fair I’ve ever been involved with. Top notch volunteers!! I loved all the activities throughout the event. Marching band, murals, ballet...such a great addition! I loved being able to pull into my space to unload and load up. That’s a huge plus as an artist. I hope to see you next year. “

Fine Art Fair Sponsor Request



Name of Business:

Contact Person:

Address:

Email Address:

Phone Number:

YES, I would like to sponsor the Fair!

- Diamond Level (\$25,000)
- Platinum Level (\$10,000)
- Gold Level (\$5,000)
- Silver Level (\$2,500)
- Bronze Level (\$1,000)
- Copper Level (\$500)
- Friend of the Fair (\$200)

I would like to have naming rights for an area of the Fair.

- Main Entrance (Diamond Level)
- Kids Art Festival (Platinum Level)
- Community Mural (Gold Level)
- Fine Art Fair Entertainment (Gold Level)

Please return this page to:

Nikki Wheeler
Peoria Art Guild
203 Harrison St
Peoria, IL 61602
309-637-2787

education@peoriaartguild.org

The Peoria Art Guild is a 501c(3) tax-exempt non-profit organization, and your gift may be considered a charitable contribution for federal income tax purposes.

Ad Specifications for 2023 Art Fair Program (program is 5.5" x 8.5")

Full-Page Ad \$350

Full-Page Ad Size – No Bleed 5"w x 8"h

Full-Page Ad Size – with Bleed

Live Image Area 5.5"w x 8.5"h

Allow .125" Bleed 5.75"w x 8.75"h (no live copy in this area)

Half-Page Ad \$250

Half-Page Ad Size – No Bleed 5"w x 3.75"h

Half-Page Ad Size – with Bleed

Live Image Area 5.5"w x 4.25"h

Allow .125" Bleed 5.75"w x 4.5"h (no live copy in this area)

Quarter-Page Ad Vertical \$200

Quarter-Page Ad Size – No Bleed 2.25"w x 3.75"h

Quarter-Page Ad Size – with Bleed

Live Image Area 2.75"w x 4.245"h

Allow .125" Bleed 3"w x 4.5"h (no live copy in this area)

Quarter-Page Ad Horizontal \$200

Quarter-Page Ad Size – No Bleed 5.75"w x 1.625"h

Quarter-Page Ad Size – with Bleed

Live Image Area 5.5"w X 2.125"h

Allow .125" Bleed 5.75"w x 2.375"h (no live copy in this area)

This year's program will be digital and accessible from our website through a QR code that will be displayed throughout the fair and on the fair map. We have found that printing the programs has cost us thousands of dollars that could be spent better to promote your business. In order to be more kind to our environment we have decided to longer print the program but however we will also promote your ad on our social media platforms with a boost prior to the Fair.

All color ads must be camera ready art in the following formats:
High-res color pdf or jpeg at 300 dpi.

**Deadline for all ad materials is
Friday, July 15, 2023.**

Don't have time to create an ad?
We will create your ad for you for a \$75 donation to The Peoria Art Guild.

Send files to:
Nikki Wheeler
education@peoriaartguild.org
309-637-2787
203 Harrison Street, Peoria IL 61602

Contract for Advertisement in the 2023 Fine Art Fair Program

This year's program will be digital and accessible from our website through a QR code that will be displayed throughout the fair and on the fair map. We have found that printing the programs has cost us thousands of dollars that could be spent better to promote your business. In order to be more kind to our environment we have decided to longer print the program but however we will promote your ad on our social media platforms with a boost prior to the Fair.

Date: _____

The undersigned hereby agrees to purchase:

____ Full Page Ad for \$350

____ Half Page Ad for \$250

____ Quarter Page Vertical Ad for \$200

____ Quarter Page Horizontal Ad for \$200

____ +\$50 Optional Donation to the Peoria Art Guild for Ad Creation

Signature of Authorized Advertising Agent Name Printed

Business Address

City State Zip

Phone Email

Please send contract and payment by Friday, July 15, 2022 to:

Peoria Art Guild

Attn: Nikki Wheeler

203 Harrison Street, Peoria IL 61602

Payment Options: ____ Check enclosed ____ Credit Card ____ PayPal

Cardholder name Card Number

Expiration Date 3 Digit Code ZIP Code

Signature

Not subject to cancellation. Credit card information will be destroyed after use.