

# Sponsorship Opportunities

*by Kollektive Grounds*



[karnivalofthearts.com](http://karnivalofthearts.com)



## About Karnival of the Arts

Karnival of the Arts is a pioneering three-day festival that celebrates creativity and community in Southern California in May, and Pennsylvania in August. This arts-first festival uniquely blends musical talent, performance art, and immersive activities, offering an unparalleled experience across both venues.

**Our mission** is to create a vibrant, inclusive platform for artists, musicians, and creators to showcase their talents, while fostering a deep sense of community and connection among attendees.

## Who We Are

**Kollective Grounds**, the proud organizers of Karnival of the Arts, is a coalition of passionate individuals and art advocates committed to enriching lives through art. We believe in the transformative power of creativity and are dedicated to supporting artists and musicians year-round through various events and initiatives.





## Why Sponsor Karnival of the Arts?

**Visibility:** With over 10,000 followers on social media and an annual attendance of over 2,000 from PA, CA, and beyond, our festival attracts a wide range of attendees, offering sponsors a prime opportunity to engage with their target audience. Your brand will be prominently featured before, during, and after the event, ensuring maximum exposure.

**Engagement:** We offer diverse opportunities for interactive brand activations, allowing you to connect with our audience in meaningful ways. From branded workshops and installations to social media campaigns and beyond, we tailor each sponsorship to align with your marketing objectives.

**Community:** Align your brand with a festival that champions inclusivity, creativity, and community. Sponsorship of Karnival of the Arts not only elevates your brand but also demonstrates your commitment to supporting the arts and culture sector.

**Customization:** Our sponsorship packages are designed to be flexible, catering to your brand's specific needs and budget. From headline sponsorships to custom activations, we work closely with you to ensure your sponsorship delivers the impact you desire.





# Sponsorship Packages

## Premier Sponsorships

### *Main Stage Sponsor - \$10,000*

- Naming Rights: Your brand name will be synonymous with the festival's main stage, featured prominently in all references and signage.
- Social Media & Web Presence: Daily shout-outs across platforms and premium listing on our website.
- Swag Bag Contributions: Option to include items in both physical and virtual swag bags.
- VIP Access: Receive VIP passes for enhanced festival experience.

### *VIP Tent Sponsor - Starting at \$10,000*

- Exclusive Branding: Host the VIP Tent, offering refreshments, dining, and premium stage views, all branded with your logo.
- Social Media Campaign: Collaborate on a targeted campaign to highlight your brand's involvement.
- Inclusive VIP Passes: Gain four VIP passes for an immersive festival experience.





# Sponsorship Packages

## Featured Sponsorships

### *Food Court Sponsor - \$5,000*

- **Naming Rights & Branding:** Exclusive branding across the Food Court area, including banners and signage.
- **Engagement Opportunities:** Host an informational booth and contribute to our swag bags.
- **Prominent Advertising:** Full-page ad in the show program and daily social media mentions.

### *Kid Zone Sponsor - \$2,500*

- **Targeted Visibility:** Naming rights and dedicated signage in the family-friendly Kid's Zone.
- **Interactive Engagement:** Option to have an informational booth within the zone.
- **Broad Recognition:** Social media mentions and the opportunity to contribute to swag bags.

### *Presenter - \$5,000*

**Interactive Engagement:** Host demonstrations or workshops in a dedicated activity area, providing a direct platform to engage with attendees.

**Social Media & Web Presence:** Benefit from daily shout-outs across our social media platforms and a prominent listing on our festival website.

**Swag Bag Contributions:** Opportunity to include promotional items in our physical swag bags, extending your brand's reach.





# Sponsorship Packages

## Additional Opportunities

### *Second Stage Sponsor*

Create a direct connection with the audience through branded experiences at our Second Stage. Contact us for pricing and customization options.

### *Workshop Area Sponsor*

Dive into the heart of the festival by sponsoring the all-weekend-long Workshop Area, one of the highlights of Karnival of the Arts! This sponsorship offers unique branding and engagement opportunities, allowing you to connect with attendees through hands-on activities and immersive experiences. Contact us for pricing and customization options.

### *Carnival Games Sponsor*

Bring fun and interactive engagement to festival-goers by sponsoring Carnival Games, with opportunities for tailored branding and visibility. Contact us for pricing and customization options.

## Advertising & Media

- Show Program Ads: From business card size (\$50) to full-page spreads (\$150), and exclusive back cover (\$300), increase your visibility in our widely distributed program.
- Digital Exposure: Starting at \$50 for social media packages, extend your reach through our website banners (\$75) and targeted email blasts (\$75).



# Join the Karnival Family

Partner with us to celebrate art, culture, and community while showcasing your brand to a passionate and diverse audience. Let's make Karnival of the Arts an unforgettable experience, together.

For more information and to customize your sponsorship package, please contact us at [connections@kollektivgrounds.com](mailto:connections@kollektivgrounds.com)

