



Sponsorship Highlights

Marketing Highlights

“Magnificent Main” Street Davidson comes alive with incredible art, and resonates with the smooth sound of jazz, the exciting beat of rock and the soulful croon of the blues during DDI’s Main Events. Prior to and during these events, we give you the opportunity to put your brand – and your product – directly into the hands of thousands of potential customers. We’ve found that creating an experience around your product really hits home. Depending on your level of sponsorship, your company may benefit from many of the following event-related promotions:

- High traffic locations within festival grounds
- Sampling or couponing
- High visibility signage
- Hospitality area
- Use of event logo in product promotion
- Retail/trade promotion
- Retail outlet cross promotions

Make an Impression

Depending upon your level of involvement, your advertising message will be seen during all Main Events promotional periods. We’re targeting families and young people who are actively interested and involved in art, music and community life – and that’s just about everyone. This targeted audience will see your message in a dynamic, unique and attentive environment that will help sell your product or service.

- Print advertising
- Newsletters
- TV spots
- Radio spots
- Website
- Press releases
- Posters
- Brochures
- Flyers
- Program guides
- Banners

Demographics

- You’ll reach a diverse audience by targeting our Main Events attendees. These loyal arts and music fans are 49% male and 51% female.
- Median age of attendees is 31 years of age.
- Median household income is \$77,800.
- Median house value is \$317,000.
- 90% earned high school diploma or above; 62% earned bachelor’s degree or higher.
- Over 60% are Professionals or in the Education field.



April is for Arts: Art on the Green - April 25th and 26th

Art on the Green is Davidson's largest annual arts festival, bringing thousands of visitors to Davidson's Main Street to enjoy art, live music and festive cuisine. The juried art show spotlights many of the region's finest artists in a weekend-long celebration of the finest in fine arts.

Benefactor Sponsor

\$1,500

- ✚ Prominent company logo placement on cover of *April is for Arts* insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✚ One-sixth page ad in *April is for Arts* insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✚ Prominent logo placement on all printed materials, including event posters and banners.
- ✚ Company listed as sponsor with logo and website link on Downtown Davidson's website.
- ✚ Company name appears in all press releases, distributed to 72 local and regional media outlets.
- ✚ Company receives special recognition announcements during the event.
- ✚ Company materials may be distributed at the event.

Patron Sponsor

\$1000

- ✚ Company logo placement in *April is for Arts* insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✚ One-sixth page ad in *April is for Arts* insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✚ Company logo appears on all printed materials, including event posters and banners.
- ✚ Company listed as sponsor with your website link on Downtown Davidson's website.

Sustaining Sponsor

\$500

- ✚ Company logo appears in *April is for Arts* insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✚ Company logo appears on all printed materials, including event posters and banners.
- ✚ Company listed as sponsor on Downtown Davidson's website.

Supporting Sponsor

\$250

- ✚ Company name will appear on list in *April is for Arts* insert in the Charlotte Observer, distributed to over 20,000 households in Davidson and Cornelius.
- ✚ Company listed as sponsor on Downtown Davidson's website.

April is for Arts: Gallery Crawl - April 17 6 to 9:30pm

The *April is for Arts Gallery Crawl* in Davidson and Cornelius features local art galleries and merchants hosting artists and exhibitions in retail space transformed for the evening into a lively art gallery.

Crawl Trolley Sponsor (2)

\$1,000

- ✚ Company logo appears prominently on both sides of the trolley.
- ✚ Company logo placement on printed materials, including event banners, posters and the Gallery Crawl map which will be included in the Charlotte Observer insert
- ✚ Company name listed as sponsor on Downtown Davidson Inc.'s website.
- ✚ Company name appears in all press releases, distributed to 72 local and regional media outlets

Hosting an Artist in your Business

The inclusion of local merchants in this popular event proved very successful last year! Sign up now to become a part of this exciting night where you can welcome people from all over the region.

April is for Arts: Public Art on the Green - April 4, 10am

Davidson merchants partner with local artists to create functional works of art that line the streets of Davidson and surrounding community to remind residents and visitors that April is for Arts. Last year's rocking chairs were a big hit and can still be seen in many places around town! This year we will be creating benches that you may place outside your business or at the location of your choice.

Artwork Sponsor

\$200

- ✚ Sponsor's name will appear on a nameplate on the artwork.
- ✚ Company name appears in all press releases, distributed to 72 local and regional media outlets.
- ✚ Sponsor maintains ownership of the artwork or may donate it to a local non-profit.

April is for Arts Benefits at a Glance

Benefit	AOG Benefactor	AOG Patron	AOG Sustaining	AOG Supporting	GC Trolley	Public Art
Charlotte Observer Insert	Cover logo	Logo	Logo	Name	Logo	
Charlotte Observer ad	1/6 page	1/6 page				
Press releases						
Websites	Logo/Link	Logo	Logo	Logo	Logo	
Posters	Logo	Logo	Logo			
Banners	Logo	Logo				
Site Signage	Logo	Logo	Logo			
Newsletters	Logo	Logo				
Announcements						
Onsite hospitality/sampling						
Signage on both sides of vehicle					Name/Logo	
Gallery Crawl Map					Logo	
Name on chair						



Concerts on the Green

Concerts on the Green is a series of concerts held on Sunday evenings from the end of April through September on the Village Green in downtown Davidson. Each year, thousands of residents and visitors enjoy a variety of musical entertainment – jazz, blues, rock, classical, country and more -- with friends and family.

Maestro

\$1,000

- ✚ Company name/logo appears prominently on posters displayed throughout the region during the entire concert season.
- ✚ Company-supplied banner displayed near concert stage.
- ✚ Company is provided with a hospitality tent and may distribute information/items
- ✚ Company logo and link appears on Downtown Davidson Inc. website.
- ✚ Company name appears in press release for designated concert event, distributed to 72 local and regional media outlets.
- ✚ Company is recognized at concert event.

Composer

\$500

- ✚ Company name/logo appears on posters displayed throughout the region during the entire concert season.
- ✚ Company-supplied hospitality tent for distribution of information/items.
- ✚ Company-supplied banner displayed at hospitality tent.
- ✚ Company logo and link appears on Downtown Davidson Inc. website.
- ✚ Company name appears in press release for designated concert event, distributed to 72 local and regional media outlets.
- ✚ Company is recognized at concert event.

Soloist

\$250

- ✚ Company name/logo appears on posters displayed throughout the region during the entire concert season.
- ✚ Company listed as sponsor on Downtown Davidson Inc. website.
- ✚ Company name appears in press release for designated concert event, distributed to 72 local and regional media outlets.
- ✚ Company is recognized at concert event.

Concerts on the Green Benefits at a Glance

Benefit	Maestro	Composer	Soloist
Concert Posters	Name/Logo	Name/Logo	Name/Logo
Banners	Concert Stage	Corporate Tent	
Press Releases			
Websites	Logo/Link	Logo/Link	Name
Announcements			
Hospitality tent supplied; sampling allowed			

Sponsorship Order Form

Please fill out this information form and fax it back to Downtown Davidson Inc. at 704-892-3971, mail it to P O Box 1180, Davidson, NC, 28036, or call Sandy Lemons at 704-892-2118 or Margaret Martens at 704-658-8730 for more information.

Name _____
Title _____
Company _____
Address _____
Email _____
Phone _____ Fax _____

Please check the Sponsorship level that you are interested in:)

April is for Arts

- Benefactor (\$1,500)
- Patron (\$1,000)
- Sustaining (\$500)
- Supporting (\$250)
- Gallery Crawl Trolley (\$1,000)
- Public Art (\$200)

Hosting an Artist during the April is for Arts Gallery Crawl

Participating artists work in a variety of mediums, including paint, drawing, ceramics, jewelry, glass, metal, wood, fiber, sculpture, and photography. Framed works require wall space for hanging or room for easels. All other 3 dimensional works require tabletop space. For display purposes, which medium do you think would work best in your space? Approximately how much space are you able to devote to the artist?

Concerts on the Green

- Maestro (\$1,000)
- Composer (\$500)
- Soloist (\$250)

Downtown Davidson Inc. is a 501(c) 3 not-for-profit corporation. All sponsorship contributions are tax deductible. Payment plans are available upon request.