

Recycled Arts Festival

June 24-25, 2017



With more than 40,000 visitors, the two-day Recycled Arts Festival is the largest event of its kind in the Pacific Northwest. Each year, thousands of local residents and tourists flock to this popular, free community event where more than 140 vendors display and sell their artwork made from repurposed materials. Always entertaining, the Festival is packed with music, art, food and activities designed to make learning about reducing waste and recycling fun.

Show your support for this great event! The festival is made possible through our valued sponsors who help pay for tents, entertainment, children's activities and the park rental. The Recycled Arts Festival provides sponsoring businesses the chance to show the community their commitment to the arts and the environment.

Festival Facts

- Held annually on the last full weekend in June at Vancouver's premier venue, Esther Short Park
- 40,000 visitors annually - More than 100 vendors
- A Portland Rose Festival event featured in the Rose Festival brochure and website
- Recipient of the Washington Festivals and Events Association's 2016 Pacific NW Summit Awards Gold for best T-Shirt and Promotional Item, and third place for outside signage
- Recipient of the Washington Festivals and Events Association's 2016 Grand Summit Award, the association's top honor, for best overall unity, clarity of message, design, layout, creativity and overall community appeal of any Washington festival or event
- Recipient of the Washington Festivals and Events Association's 2016 Community Impact Award, was given for having the most positive impact on a community of any Washington festival or event
- Recipient of 2013 and 2014 Vancouver Downtown Association Game Changer "Favorite Event" Award
- 2011 Recycler of the Year Award for Innovation by the Washington State Recycling Association



Sponsorship

Show your commitment to the community, the arts, and the environment - become a sponsor of the Recycled Arts Festival.

Sponsorship gives you valuable exposure in the community at a highly visible and popular event.

Sponsors are recognized before, during, and after the event as detailed in the table below.



SPONSORSHIP BENEFITS	PRESENTING	KIDS ART	PARK RENTAL	STAGE	SCULPTURE GARDEN	PROCESSION OF THE SPECIES
	\$10,000	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
	SOLD	SOLD	SOLD	SOLD	SOLD	1
TV ads	SOLD					
Stage Banner	SOLD					
Print ad campaign logo included	SOLD					
Five banners throughout park	SOLD					
Shirt logo	SOLD					
Counter/rack card	SOLD	SOLD	SOLD	SOLD	SOLD	★
Area banner	SOLD	SOLD	SOLD	SOLD	SOLD	★
Print ads - name listed	SOLD	SOLD	SOLD	SOLD	SOLD	★
Mentions from stage	SOLD	SOLD	SOLD	SOLD	SOLD	★
Festival booth	SOLD	SOLD	SOLD	SOLD	SOLD	★
Category exclusivity	SOLD	SOLD	SOLD	SOLD	SOLD	★
Event map	SOLD	SOLD	SOLD	SOLD	SOLD	★
Website	SOLD	SOLD	SOLD	SOLD	SOLD	★
Social media	SOLD	SOLD	SOLD	SOLD	SOLD	★

The power of GREEN

The transition of green consumerism from fad to market fundamental

is well underway. In virtually every industry, the green segment is expanding rapidly, despite economic changes.

Green consumers interested in eco-friendly and healthy living have become a driving force behind how many companies do business. Consumers are creating a new green economy based on responsibility and ecological sustainability. They put \$290 billion dollars into the economy last year and those numbers are growing fast.



Recycled Arts Festival Attendees

Demographics

- Primary: Women 35+
- Secondary: Young families
- Tertiary: Adults 25+

Psychographics

- Environmentally conscious
- Likely to choose organic food or green products and spend more for those items
- Value sustainability and are motivated and passionate to make changes for a better planet
- Decision-makers
- Focused on family

40,000



Visitors

As a sponsor of the Recycled Arts Festival you receive:

Recognition of your association with this premier green event, its high-profile supporters and marketing/publicity creating over a million impressions.

Exposure to an audience of over 40,000 eco-conscious consumers at the event.

Sales of your products or services at your high-visibility booth, plus the opportunity to develop prospect lists.

Community Service to foster a more sustainable future and educate the public about the benefits of reusing the items we already have rather than creating more waste.

Networking to connect with others who share your vision and values.



The Tin Man was a special guest at the festival's "tinth" anniversary in 2015.



What is Recycled Art?

Here's what some of our artists have to say:

"Recycled art is giving new life to an old product." Don LaPierre, Vancouver, WA

"Recycled art makes a discarded item better and newly desirable." - Julia Garretson, Eugene, OR

"Art made from materials that otherwise would have gone to the landfill or a recycling processor." - Jacqueline Tufts, Vancouver, WA

"Taking a product designed for one purpose and redesigning it for other use and enjoyment." - Dan Mercil, Vancouver, WA



Questions and information

For more information about sponsoring this great event, please contact:

Michelle Picinich
(360)397-2121 ext. 5290
michelle.picinich@clark.wa.gov

THE RECYCLED ARTS FESTIVAL IS PRODUCED BY:

Clark County Public Health
P.O. Box 9825
Vancouver, WA 98666-9825
(360) 397-2121
www.clark.wa.gov/public-health



Choose the sponsorship right for you



Each **Recycled Arts Festival** sponsorship provides a unique promotional opportunity and an exceptional marketing value. A limited number of sponsorships are available to meet your marketing and brand promotion goals in addition to investing in your community through partnerships.

Which option below is right for you?

With your sponsorship presence, you can turn our Recycled Arts Festival fans into your customers!

Presenting Sponsor

\$10,000

The Presenting sponsorship level is our premier package and offers the greatest brand promotion and closest association with the event through top placement in publicity, top logo on marketing materials, advertisements and signage, top logo/listing online and much more.

Presenting sponsorship recognition in the Recycled Arts Festival’s marketing campaign, including but not limited to:

- TV ads (sponsor to provide banners)
- Premium logo recognition on print campaign
- Social media recognition:
 - Green Neighbors Facebook and Twitter
 - Recycled Arts Festival Facebook and Twitter
- Logo on Clark County’s Environmental Services and Recycled Arts Festival websites. Link to sponsor website on the Recycled Arts Festival website
- Large banner displayed on stage (sponsor to provide banner)
- 5 smaller banners throughout the park
- Mentions of your business from the stage
- 10x10 booth to promote your business, sample or sell product
- Logo on event T-shirts
- Logo on event maps
- Logo on 15,000 rack cards/fliers
- Category exclusivity at the Festival
- First right of refusal as 2018 Recycled Arts Festival Presenting Sponsor

Stage Sponsor

\$2,500

The Stage sponsorship level offers excellent brand promotion and close association with the event.

- Banner display on the stage (sponsor to provide banner)
- Logo on Recycled Arts Festival website
- Social media recognition:
 - Green Neighbors Facebook and Twitter
 - Recycled Arts Festival Facebook and Twitter
- Mentions of your business from the stage
- Logo on event maps
- Logo on 15,000 rack cards/fliers
- Name listed in print campaign, logo if space allows
- 10x10 booth to promote your business, sample or sell product
- Category exclusivity at the Festival

Children's Art Sponsor

\$2,500

The Children's Art sponsorship level offers brand promotion and connection through enhancing our Children's Art Area.

- Banner display at the entrance to the Children's Art Area (sponsor to provide banner)
- Logo on Recycled Arts Festival website
- Social media recognition:
 - Green Neighbors Facebook and Twitter
 - Recycled Arts Festival Facebook and Twitter
- Mentions of your business from the stage
- Logo on event maps
- Logo on 15,000 rack cards/fliers
- Name listed in print campaign, logo if space allows
- 10x10 booth to promote your business, sample or sell product
- Category exclusivity at the Festival

Sculpture Garden Sponsor

\$2,500

The Sculpture Garden level sponsorship offers on site visibility and association with the Sculpture Garden.

- Banner display at the entrance to the Sculpture Garden (sponsor to provide banner)
- Logo on Recycled Arts Festival website
- Social media recognition:
 - Green Neighbors Facebook and Twitter
 - Recycled Arts Festival Facebook and Twitter
- Mentions of your business from the stage
- Logo on event maps
- Logo on 15,000 rack cards/fliers
- Name listed in print campaign, logo if space allows
- 10x10 booth to promote your business, sample or sell product
- Category exclusivity at the Festival

Procession of the Species Sponsor

\$2,500

The Procession level sponsorship offers event association and partnership.

- Banner display at the Procession and in the park (sponsor to provide banner)
- Logo on Recycled Arts Festival website
- Social media recognition:
 - Green Neighbors Facebook and Twitter
 - Recycled Arts Festival Facebook and Twitter
- Mentions of your business from the stage
- Logo on event maps
- Logo on 15,000 rack cards/fliers
- Name listed in print campaign, logo if space allows
- 10x10 booth to promote your business, sample or sell product
- Category exclusivity at the Festival