



Art4All DC is a festival of festivals. Spanning three weeks, DC comes alive with art in all four quadrants. Take in dance, theater, music, fashion, visual art, heritage tours and all that DC has to offer both inside and on the streets in neighborhoods across the District.

Art4All DC sparks collaboration, builds participation, creates accessible opportunities, and presents arts in unexpected places. Art4All DC helps people learn more about the cultural programs available in the District and inspires them to participate as an audience member, supporter, blogger, lingering bystander or creator.

Sponsor the 2014 Art4All DC Festival and support such

SIGNATURE EVENTS as:

- *ACTIVATED! Art4All DC Launch Party*, September 26
- Six (6) *Art All Night* parties in cooperation with the Main Streets of Congress Heights, Barracks Row, H Street NE, North Capitol, Shaw, and Dupont Circle, September 27
- *Lumen8Anacostia*, September 27
- *SW ArtsFest*, October 3-5
- *Rhode Island Avenue NE FallFest* and *PorchFest* in partnership with Rhode Island Avenue Main Streets, October 4
- *Adams Morgan PorchFest* in partnership with Adams Morgan Partnership BID, October 18



Batala performing at Adams Morgan PorchFest



Nuit Blanche DC outside of the Wonder Bread Factory

RESERVE BY AUGUST 22, 2014 TO ENSURE YOU RECEIVE ALL OF YOUR SPONSOR BENEFITS.

Customized sponsor packages and benefits are available.

To learn more about sponsorship opportunities, contact CTDC's development team:

Cheryl Crowell at 202-661-7581 or CCrowell@CulturalTourismDC.org

Liane Toohey at 202-661-7581 or LToohey@CulturalTourismDC.org


2013 ART4ALL DC RESULTS

MEDIA OUTREACH

Social Media

Twitter (#A4ADC Hashtag) 

- 564,154 Accounts reached (September 13 to October 6)
- 893,378 Impressions (September 13 to October 6)

Facebook (Facebook.com/CulturalTourismDC) 

- 26,132 Facebook daily total reach– September 13 to October 6
- 134 New “Likes” – September 13–October 6

Culture Communiqué e-newsletter

- 24,400 subscribers reached
- 122,000 dedicated emails sent

Media

- Huffington Post Arts & Culture Blog
- Fox 5 TV with Holly Morris
- WAMU-88.5 on “The Kojo Nnamdi Show” and “Art Beat with Lauren Landau,”
- *The Washington Post*
- *Washington City Paper*
- *Popville*



Cultural Tourism DC Website

- Visits—96,496

PARTICIPATION

- More than 63,000 people enjoyed the talents of 983 artists across 266 events
- 300 applauded artists at the **ACTIVATED! Art4All DC Social Media Launch Party**
- 30 bands played on 11 porches during **Adams Morgan PorchFest**

SELECTED PARTICIPATING ARTS ORGANIZATIONS

Adams Morgan Partnership BID
Alliance Francaise de Washington, SPAIN arts & culture, Art Soirée Productions, Eighty Eight DC
American Turkish Association, Washington DC
Atlas Performing Arts Center
Barracks Row Main Street with Arts on the Hill
CA-FAM III, Incorporated/East River Jazz
Dance Place
DC Jazz Jam
DC Shorts
FIGMENT DC

Gala Hispanic Theatre Humanities Council of Washington, DC
Joy of Motion Dance Center
National Building Museum
National Geographic Society
SW ArtsFest
The Gallery at Iona Senior Services
The Textile Museum
Washington Photo Safari
National Museum of Women in the Arts
Pepco Edison Place Gallery

Cultural Tourism DC is a 501(c)3 nonprofit organization that presents high-quality arts, cultural, and heritage programs with the help of individuals, sponsors, and public and private grants.



YOUR SPONSORSHIP BENEFITS

Platinum: \$25,000

- Recognized as a platinum sponsor of Art4All DC with public acknowledgement from the podium at ACTIVATED! Art4All DC Launch Party and at all PorchFest participating venues (24 anticipated)
- Dedicated promotional table at the ACTIVATED! Art4All DC Launch Party for corporate branded give-aways (at sponsor expense)
- Opportunity for company representative to briefly address guests at ACTIVATED! Art4All DC Launch Party.
- Corporate logo on promotional materials* including event signage, web page, press releases, Launch Party and PorchFest program guides, and *Culture Communiqué* (26,000 subscribers)
- Social media exposure: Up to six (6) promotional tweets and Facebook posts over course of Art4All DC (CTDC has more than 11,800 Twitter followers and 6,300 likes on Facebook)
- One sponsored post in CTDC's *Culture Communiqué* weekly e-newsletter highlighting your company's support for Art4All DC (26,000 subscribers)
- Linked web ad on the event landing page for 90 days, starting two weeks prior to the start of Art4All DC (CulturalTourismDC.org receives an average of 30,000 hits/month)
- Full-page ad in ACTIVATED! Art4All DC Launch Party program and PorchFest program guides
- Six (6) tickets to the ACTIVATED! Art4All DC Launch Party
- Link to sponsor website in email to all guests following ACTIVATED! Social Media Launch Party

Gold: \$10,000

- Acknowledgement as a gold sponsor from the podium at ACTIVATED! Art4All DC Launch Party and at all PorchFest participating venues (24 anticipated)
- Corporate logo on promotional materials* including event signage, web page, press releases, Launch Party and PorchFest program guides, and *Culture Communiqué* (26,000 subscribers)
- Social media exposure: Up to four (4) promotional tweets and Facebook posts over course of Art4All DC (CTDC has more than 11,800 Twitter followers and 6,300 likes on Facebook)
- Linked web ad on event landing page for up to two weeks prior to the start of Art4All DC (CulturalTourismDC.org receives an average of 30,000 hits/month)
- Half-page ad in ACTIVATED! Art4All DC Launch Party program and PorchFest program guides
- Two (2) tickets to the ACTIVATED! Art4All DC Launch Party
- Link to sponsor website in email to all guests following ACTIVATED! Social Media Launch Party

Silver: \$5,000

- Logo on Art4All DC web page and *Culture Communiqué* (26,000 subscribers)
- Listing in press release, event signage, and ACTIVATED! Art4All DC Launch Party and PorchFest program guides
- Linked web ad on event landing page for up to two weeks prior to the start of Art4All DC (CulturalTourismDC.org receives an average of 30,000 hits/month)
- Half-page ad in ACTIVATED! Art4All DC Launch Party program guide and PorchFest program guide
- Two (2) tickets to the ACTIVATED! Art4All DC Launch Party

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Bronze: \$2,500

- Art4All DC web page, press release, event signage, program guides, and *Culture Communiqué* (26,000 subscribers)
- Two (2) tickets to the ACTIVATED! Art4All DC Launch Party

ADDITIONAL OPPORTUNITIES

ART4ALL DC

Art4All DC mobile app	\$10,000
Art4All DC brochure	\$7,500
Volunteer t-shirts, worn on-site during selected <i>Art 4 All DC Signature Events</i>	\$5,000

ACTIVATED! Art4All DC Launch Party

Corporate Branded Lounge Area (design and decor provided by sponsor).....	\$15,000
Launch Party Program (Print Run 700)	
Full-page ad 5.75”w x 8.75”h” (with bleed).....	\$600
Half-page ad 5.75” w x 4.375”h (with bleed).....	\$300
Quarter-page ad 2.875” w x 4.375” h (with bleed)	\$150

PorchFest Program Ads (print run 5,000)

Full-page ad 5.5”w x 8.5”h (with bleed)	\$1,000
Half-page ad 5.75”w x 4.375” h (with bleed).....	\$500
Quarter-page ad 2.875” w x 4.375” h (with bleed).....	\$250

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Participants crafting at SW ArtsFest



Crowd enjoying a band at Adams Morgan PorchFest

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