



# 37TH ANNUAL PELHAM ART FESTIVAL

PELHAMARTFESTIVAL.COM 2024

## SPONSORSHIP OPPORTUNITIES



IN PERSON  
MAY 10-12, 2024



ONLINE  
MAY 1-31, 2024

# ABOUT US

The Pelham Art Festival(PAF) is a not-for-profit volunteer organization that promotes the visual arts, helping both established and student artists grow and succeed. The festival also provides financial support for the Lincoln Pelham Public Library, student art scholarships and community art projects, giving back, to date, over \$485,000 to the community,

Now in its 37th year, PAF is widely recognized as a premier art festival in Ontario. Over 90 juried artists from across Ontario participate annually in a three-day in-person show, held Mother's Day weekend at the Meridian Community Centre, and in the month-long online show, reaching markets across Canada and internationally. Artist galleries are hosted on the PAF website for a full year, gaining exceptional exposure and commercialization of their work.

The festival enriches Pelham and the Niagara region by developing awareness of creativity and cultural diversity, and drawing thousands of visitors to the area and our website. Our sponsors are essential for the continued growth and success of the Pelham Art Festival.

Please visit [www.pelhamartfestival.com](http://www.pelhamartfestival.com) for more information.



# BY THE NUMBERS

## IN PERSON FESTIVAL

MERIDIAN COMMUNITY CENTRE, MAY 12-14, 2023



2023 ATTENDANCE

1,600



PRINT MATERIAL  
DISTRIBUTED

8,800



2023 JURIED  
ARTISTS

96

## ONLINE FESTIVAL

WEBSITE NUMBERS FOR MONTH OF MAY, 2023



WEBSITE VISITORS

10,180



UNIQUE VISITORS

6,079



PAGE VIEWS

79,940

## SOCIAL MEDIA FESTIVAL ADS

MAY 5 - 15, 2023



REACH

84,097



PAGE ENGAGEMENT

6,750



ADVERT CLICKS

6,351

## PAF SOCIAL MEDIA

2023 STATS



FOLLOWERS

1,268



FOLLOWERS

1,136



ORGANIC REACH

106,418

# SPONSORSHIP OPPORTUNITIES



## GOLD SPONSOR

The Festival Gold Sponsor will be predominantly featured in all print and online marketing communications.

Predominant logo in festival program

Predominant logo displayed on in-person show sponsor board

Gold sponsor recognition on website, print & promotional material

Logo and live link on PAF webpage for 12 months

Business Spotlight, plus 2 posts & highlight on PAF social media

Artist work on loan for 30 days

6 invitations to opening night reception

6 in-person show passes

**\$4,000**



## SILVER SPONSOR

All Silver Sponsors will be prominently featured in all print and online marketing communications.

Prominent logo in the festival program

Prominent logo displayed on in-person show sponsor board

Silver sponsor recognition on website, print & promotional material

Logo and live link on PAF webpage for 12 months

2 social media posts and highlight showcasing your business

4 invitations to opening night reception

4 in-person show passes

**\$2,000**



## BRONZE SPONSOR

Bronze Sponsors will be acknowledged by logo in all print and online marketing communications.

Logo displayed in the festival program

Supporter logo displayed on in-person show sponsor board

Logo and live link on PAF webpage for 12 months

Social media post & highlight featuring your business

2 invitations to opening night reception

4 in-person show passes

**\$1,000**



## SUPPORTER

Supporters will be acknowledged by name in print and online marketing communications.

Name listed on festival program

Logo or name displayed on in-person sponsor board

Logo and live link on PAF webpage for 12 months

Social media mention with festival supporter post

2 in-person festival show passes

**\$500**

# ARTIST AWARDS

## **Sponsor an Artist Award for \$100**

Each year, PAF recognizes exemplary artistic work through the prestigious PAF Artist Awards. Art educators, gallery owners and experienced guest curators judge the work of festival artists to determine the award recipients.

Each sponsorship is exclusive to one award.

Best of Painting

Best of Landscape

Best of 3D/Fine Craft & Design

Best of Architecture & Cityscapes

Best of Youth Artists

Best of Show/People's Choice

Best of Photography

Best of Abstract

Best of 2D & Mixed Media

Best of Portraiture & Figurative

Best of Wildlife & Animals

Best of Theme Challenge\*

\*2 awards one for each of in-person and online

# SCHEDULE

01  
MAR

## SPONSORSHIP DEADLINE

For printing deadlines, all sponsors must be confirmed and paid by March 1, 2024.



01-31  
MAY

## ON LINE SHOW & SALE

The 2024 online festival is live with artists showcasing their works of art on our website: [pelhamartfestival.com](http://pelhamartfestival.com)



10  
MAY

## OPENING NIGHT RECEPTION

A delightful evening of live music, wine, cheese, celebrating the festival launch at the Meridian Community Centre.



10-12  
MAY

## 37 ANNUAL PELHAM ART FESTIVAL

Meridian Community Centre hosts one of Ontario's most prestigious art festivals and sales on Mother's Day weekend.



01 JUN-  
21 APR

## PAF ONLINE GALLERY

Artist galleries hosted on Pelham Art Festival website for the remainder of year.





# CONTACT US

As a Pelham Art Festival Sponsor, you will be supporting the continued growth and success of the festival, the visual arts and artists in the Niagara Region. You will also receive valuable exposure to the thousands of in-person and on-line visitors to the festival.

For more information please contact:

**Sheila Vander Wier**

Sponsorship Coordinator

416-859-1434

[wsvanderwier@gmail.com](mailto:wsvanderwier@gmail.com)

[www.pelhamartfestival.com](http://www.pelhamartfestival.com)



@pelhamartfestival