



# 2024 NEON Festival Sponsorship

Each fall, the NEON Festival infuses a fresh bolt of energy and light into the NEON, Norfolk's Arts District. Entering its ninth year on **October 17 & 18, 2024** as the premier event in the District, this free festival is a showcase for public art and a destination for visual and performing arts. As a celebration of the NEON District and its renowned collection of public art, the NEON Festival builds on the incredible developments since the district's launch in 2014. By partnering with us, your company can be part of this inspiring legacy, supporting events and activations that strengthen the creative community, foster local businesses and artists, bring families together and make a positive impact on Downtown Norfolk and the NEON District.

**For inquiries regarding custom sponsorship opportunities, or if you have any questions, please reach out to Rachel McCall at [rmccall@DowntownNorfolk.org](mailto:rmccall@DowntownNorfolk.org) or by calling (757) 452-6596.**

## PUBLIC ART

The NEON District hosts a robust public art and mural program, with more than 100 permanent works of art on view in the neighborhood. Each year, 3-5 new pieces are added through funding from corporate donors, district property owners and private fundraising. All donations that support public art can be made to the Downtown Norfolk Fund, a 501(c)3 organization.

\$10,000

## ANNUAL

**Brand Recognition:** Logo featured on annual NEON District Guide, NEON Festival poster, website, social media, festival emails, monthly NEON e-newsletter, NEON Holiday Market poster, NEON Holiday Market email, plus a banner at the Plot's main stage.

**Celebrate with 10:** Treat 10 guests to a complimentary beverage ticket during Friday night of the Festival.

**ReMEMBER:** Your annual corporate membership to the Downtown Norfolk Council has countless perks.

\$5,000

## PRESENTING

**Brand Recognition:** Logo featured on NEON Festival poster, website, full-color print ads, promotional festival video, social media, festival emails, monthly NEON e-newsletter, plus a banner and signage at the Plot's main stage.

**Get Glowing:** Waived fee for vendor booth during both nights of NEON Festival.

\$2,500

## CONTRIBUTING

**Brand Recognition:** Logo featured on website, social media, festival emails, and monthly NEON e-newsletter.

**Get Glowing:** Waived fee for vendor booth during both nights of NEON Festival.

\$2,500

## BEVERAGE

**Brand Recognition:** Logo featured on NEON Festival poster, website, social media, festival emails, and monthly NEON e-newsletter.

**Get Glowing:** Exclusively sell your product in the Festival's two beer gardens.

\$1,000

## FRIEND

**Brand Recognition:** Logo featured on website, social media, and NEON e-newsletter

NEON Festival Statistics

7,000 ATTENDEES

140 Visual Artists



NEON District Social Media Followers

14,899 Facebook

13,619 Instagram



51,732 NEONNFK.com website views annually

60,000+ Downtown Followers

5,704 email subscribers

360 PERFORMING ARTISTS



TWO NIGHTS of arts + entertainment

	ANNUAL \$10,000 <i>Valued over \$21,500!</i>	PRESENTING \$5,000 <i>Valued over \$14,000!</i>	CONTRIBUTING \$2,500 <i>Valued over \$6,500!</i>	BEVERAGE \$2,500 <i>Valued over \$8,800!</i>	FRIEND \$1,000 <i>Valued over \$2,000!</i>
<b>Sponsorship Perks</b>					
Logo and link on NEONNFK.com/Festival	★	★	★	★	★
Logo and link in two NEON Festival emails	★	★	★	★	
Name and link in NEON e-newsletter	★	★	★	★	★
Featured article in NEON e-newsletter	★				
One social media post thanking Festival sponsors					★
Two social media posts thanking Festival sponsors	★	★	★	★	★
One unique social post or giveaway	★	★			
Quarterly social post highlighting sponsor content	★				
Logo on full-color print advertisements		★			
Logo on 500 printed NEON Festival posters	★	★		★	
Banner or signage at The Plot Main Stage	★	★		★	
Main Stage Announcements (Friday only)	★	★	★	★	
Logo on NEON Festival promotional video	★	★			
Waived fee for vendor booth for entire Festival	★	★	★		
Exclusive product sales in Festival's Beer Garden				★	
Logo on 2,000 printed annual NEON District Guide	★				
Logo on 100 printed NEON Holiday Market posters	★				
Logo on NEON Holiday Market emails	★				
Complimentary Festival Drink Tickets (Friday only)	10				
Downtown Norfolk Council Membership (one year)	★				

The 9th Annual NEON Festival is October 17 & 18, 2024!

