

# Bethesda *Fine Arts* Festival

May 13, 10am-6pm & May 14, 10am-5pm

## 2023 SPONSORSHIP PROSPECTUS



## FACT SHEET

- Dates:** May 13 & 14, 2023
- Times:** Saturday, 10am – 6pm  
Sunday, 10am – 5pm
- Where:** Bethesda, Maryland  
\*Norfolk, Auburn & Del Ray Avenues
- Admission:** FREE to attend  
\*Held rain or shine
- Produced By:** Bethesda Urban Partnership  
Bethesda Arts & Entertainment District



**What:** The Bethesda Fine Arts Festival, now in its 20<sup>th</sup> year, is held in downtown Bethesda, Maryland, a lively urban area renowned for restaurants, shopping, galleries and theaters. Bethesda, a state-designated Arts & Entertainment District, is located adjacent to Washington, D.C. and is one of the most renowned and affluent communities in the metropolitan area.

The festival will once again welcome 120 of the nation's best artists to display and sell their original fine art and craft. The Bethesda Arts & Entertainment District advisory committee selects the artists and presents juried prizes. The event also includes live entertainment, Bethesda restaurants and a children's corner.

**Website:** [www.bethesda.org](http://www.bethesda.org)



## **ABOUT US**

### **Bethesda Urban Partnership**

Bethesda Urban Partnership, Inc. (BUP) is a downtown management organization established by Montgomery County in 1994. BUP promotes downtown Bethesda through innovative marketing campaigns and large-scale events as well as handles the landscaping and maintenance for the area.

Bethesda is home to numerous retailers, arts organizations, a thriving restaurant community, and an expansive downtown workforce.

### **Bethesda Arts & Entertainment District**

The state of Maryland designated downtown Bethesda as an Arts & Entertainment District effective July 1, 2002, and re-designated again on July 2, 2012. Special tax incentives benefit artists, arts enterprises, and developers that are located within the Bethesda Arts & Entertainment District.

The Bethesda Arts & Entertainment District, managed by BUP, produces high-quality arts and cultural programming that benefits residents, businesses, and tourists. The events highlight local artists, writers, and performers and provide them with a venue to show their work in the community. These programs attract nearly 1,000 artists and more than 100,000 attendees to downtown Bethesda's special events and festivals.

### **Festival Director**

Catriona Fraser, the Bethesda Fine Arts Festival Director, is a veteran of fine arts festivals for nearly two decades. She is an international award-winning photographer and owner of the Fraser Gallery.

### **18th Annual Bethesda Fine Arts Festival**

The Bethesda Fine Arts Festival attracts some of the best artists from throughout the United States and Canada and draws more than 20,000 attendees per year.

Held along Norfolk and Auburn Avenues in Bethesda's Woodmont Triangle, the festival fills the streets with painting, ceramics, photography, sculpture, furniture, and more.

## SPONSORSHIP DETAILS

### \$10,000 Sponsorship Opportunity

- Promotional tent (10'x10' or 10'x20') provided by the Bethesda Urban Partnership on the event site and additional product exposure opportunities.
- Sponsor logo included in *Bethesda Magazine* ad in April/May issue.
- Sponsor logo on promotional e-mails to BUP e-mail list (circulation of 10,000).
- Sponsor logo on promotional postcards (15,000 qty.), event maps (11,000 qty.), and posters (100 qty.).
- Sponsor recognition on social media (Facebook, Twitter, Instagram & LinkedIn).
- Sponsor logo on event signage.
- Mention in all press materials disseminated several times beginning two months prior to the event.
- Logo and direct link to Sponsor's website from Bethesda Fine Arts Festival Web page.

### \$5,000 Sponsorship Opportunity

- Promotional tent (size 10' x10') provided by the Bethesda Urban Partnership on the event site.
- Sponsor logo in ads placed in *Bethesda Magazine* ad in April/May issue.
- Recognition of sponsor in one of the e-blasts (reaching 15,000 subscribers) promoting the festival.
- Sponsor logo on the promotional postcard (7,500 qty.) and event day maps (11,000 qty.)
- Mention in press materials disseminated several times beginning two months prior to event.
- Sponsor logo on Bethesda Fine Arts Festival website.



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