



BWAS Fast Facts

Produced by The Virginia Museum of Contemporary Art, a non-profit organization that depends heavily on the funds raised from this event

Held annually for the past 61 years on the lovely Virginia Beach boardwalk, between 20th and 35th Streets every Father's Day weekend

Show dates:
June 15-18th, 2017

Show times:
Thursday - 12 to 6 pm
Friday - 10am to 6 pm
Saturday - 10am to 6pm
Sunday - 10am to 5pm

Ranked in the top 25 fine art shows in the country, 300,000 locals and tourists attend annually

"Top 20 Event" by
Southeastern Tourism Society

Primary demographic made up of women 35-54 with an average HHI of \$119,000

Sponsorship Inquiries:
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MOCA'S 62nd ANNUAL BOARDWALK ART SHOW

The Boardwalk Art Show is produced by the Virginia Museum of Contemporary Art (MOCA), a non-profit museum and arts organization that evolved from the art show itself. The show is a nationally recognized show from small beginnings in 1952 that to date attracts as many as 750 applications every year from artists around the country and over 250,000 tourists and locals to the event.

More than 270 artists participate in the show that spans nearly 15 blocks along the Atlantic Ocean at the Virginia Beach oceanfront. Last year, proceeds from the show of approximately \$260,000 were contributed back to the museum to support exhibitions and educational programs for 2014/2015. Over 10,000 school aged children were exposed to the arts through our outreach programs alone.

We appreciate your consideration of support. Please read the guidelines on available sponsorship levels, and contact us today for more information.

Past and Present BWAS sponsors:

PNC Bank
VB Convention Visitors Bureau
Honey Bunches of Oats Hawaiian
Tropic
Burt's Bees
American Laser Skincare
Robert Mondavi Wines
Domes Audio
Cox Media
Servepro
Sinclair Communications
United Healthcare
VB Hotel Motel Association
Steinhilbers
Ocean Potion Sunscreen

Geico
Pepsi
Pilot Media
Dr. Oetgker's Ristorante Pizza
SunTrust Bank
Verizon Wireless
Virginia Living Magazine
TFC Recycling
Carefree Boat Club
The Big Bite Tour
Lasik Eye Care
Howard Hanna
Southern Auto Group

2016 SHOW HIGHLIGHTS

Great food, live

entertainment and fine art

for sale by artists from all over the country in 13 mediums – painting, sculpture, jewelry, wood, printmaking, ceramics, glass, fiber, digital art, drawing, mixed media, metalwork, and photography.

The Boardwalk Beach Club -

A 60' tented space on the boardwalk for individuals who want to enhance the show experience. Beach Club ticket holders enjoy valet parking, open bar and unparalleled lunch service, all in a lovely shaded space with comfortable seating, private bathrooms and beautiful views of the ocean. Open all 4 days of the show.

Family Fest on Sunday, at 24th Street Park. Create, explore, enjoy art and most of all, have fun Boardwalk Style!

Boardwalk Beer Garden

at 24th Street Park. Select wine and beer for those 21 and older. Live entertainment for all ages and open to the public

Large Artist Prize Pool with a consistent \$7,500 Best In Show award, generating a lot of interest in the show

Sponsor Kick-off Reception

held on the oceanfront at the Boardwalk Beach Club on Thursday evening.

6 GREAT REASONS TO BECOME A SPONSOR OF THE BOARDWALK ART SHOW

1. A proven history – BWAS has been a cornerstone event in Hampton Roads for 61 years, older than the city itself!

2. A great demographic – an economic impact study proved what we already know...women 35-54 with a 4-year degree or higher and a HHI of \$119,000 are the most likely visitor to the show. These folks have attended the Boardwalk Art Show for 8 years on average so they are loyal with a per-respondent spending of \$136.

3. A fantastic cause – The Boardwalk Art Show is the most important fundraising event to support MOCA every year. The museum depends on the proceeds from this 4-day event to pay the majority of costs surrounding exhibitions and educational programming throughout the year. In 2015, MOCA reached over 13,000 school-aged children through the educational programs.

4. A Tourism Spotlight for Virginia Beach – Our patrons come from all over Virginia and the nation to have the opportunity to visit the beach and attend the show. This year Virginia Tourism is proud to promote the show and partner with us by bringing the Virginia is for Lover's "LOVE" artwork to the show for visitors to see and photograph.

5. Promotional Exposure – With an average of over 300,000 attendees and an excellent marketing program, Boardwalk Art Show and its family friendly reputation offers great ways to enhance your marketing initiatives. 300 artist booths, live performing arts entertainment, gourmet food and activities for all ages create the perfect backdrop. National, regional and local sponsors have found value in their participation as proof in the show's strong sponsor retention rate year after year.

6. Boardwalk Art Show was the first art show in the Commonwealth of Virginia to be certified Virginia Green. The festival engages in eco-friendly practices such as an on-site recycling program, environmentally friendly pressure washing for clean-up and prohibiting food vendors from using Styrofoam containers and cups.



www.VirginiaGreenTravel.org



SPONSOR LEVELS:

Presenting Sponsor of the Boardwalk Art Show \$40,000

The highest level of sponsor recognition with category exclusivity. The presenting sponsor will be mentioned with the name of the show in all advertising and PR opportunities.

- Exclusive sponsor placement within the BWAS logo
- Prominent logo placement in all festival related marketing materials including television, print and radio (mention)
- Full page ad, letter from the president, logo placement and front page company logo in official program guide
- Prominent logo placement on commemorative posters, t-shirts, on-site signage, badges and all communication vehicles with judges, volunteers, artists and donors.
- Company logo and link on the BWAS website
- 10 x 20 information booth along the boardwalk next to the VIP Boardwalk Beach Club
- 20 company banners on display within the festival space, sponsor to provide
- 50 Invitations to Sponsor Kick Off Cocktail Reception Thursday evening at the Boardwalk Beach Club
- 20 Boardwalk Beach Club passes per day, 20 BWAS posters and 20 complimentary admissions to MOCA



Diamond Sponsor of the Boardwalk Art Show \$25,000

- **Two 10x20 on-site exhibit spaces** for promotions, sampling and merchandising
- Logo placement in all festival related marketing materials including **television, print, and radio** (mention) including the Virginia Pilot, VEER, the Pulse, and Virginia Living, BOBFM, and others
- Logo placement on commemorative posters, on-site event signage, badges and all communication vehicles with judges, volunteers, artists and donors.
- Company logo and link on the BWAS website
- **10 company banners** on display within the festival space, sponsor to provide
- 25 Invitations to Sponsor Kick Off Cocktail Reception Thursday evening at the Boardwalk Beach Club
- 10 Boardwalk Beach Club passes per day, 10 BWAS posters and 10 complimentary admissions to MOCA



Gold Sponsor of the Boardwalk Art Show \$15,000

- **10x20 on-site exhibit** (or two 10 x10s) space for promotions, sampling and merchandising
- Logo placement in festival related **television and print** advertising including the Virginia Pilot, VEER, the Pulse, and Virginia Living
- Logo placement on commemorative posters and on-site event signage
- Company logo and link on the BWAS website
- **5 company banners** on display within the festival space, sponsor to provide
- 10 passes to the Boardwalk Beach Club and 10 Invites to Sponsor Kick Off Cocktail Reception Thursday evening
- 10 BWAS posters and 10 complimentary admissions to MOCA



Feature Event Sponsor \$10,000

Title recognition of a feature activity such as Family Fest, Boardwalk Beer Garden, The Boardwalk Beach Club, the Artist Awards Party or the Welcome and Information Tents. This package will be customized to support your specific marketing objectives.

- **Event naming opportunity**
- Custom signage at the program/event site with your company logo produced by BWAS
- **10 x 10 on-site** exhibit space for promotions, sampling and merchandising
- **Table/ exhibition space** at the sponsored event
- Logo placement on commemorative posters and on-site event signage
- Logo placement in festival related **print** advertising including the Virginia Pilot, VEER, the Pulse, and Distinction
- Company logo and link on the BWAS website
- **3 Company banners** on display within the festival space, sponsor to provide
- 4 Invitations to Sponsor Kick Off Cocktail Reception Thursday evening at the Boardwalk Beach Club
- 8 BWAS posters and 8 complimentary admissions to MOCA



Silver Sponsor of the Boardwalk Art Show \$7,500

- **10 x 10 on-site exhibit space** for promotions, sampling and merchandising
- Logo placement on commemorative posters and on-site festival signage
- Logo placement in festival related **print advertising** including the Virginia Pilot, VEER, and the Pulse
- Company logo and link on the BWAS website
- **2 Company banners** on display within the festival space, (sponsor to provide)
- 6 Invitations to the Sponsor Kick Off Cocktail Reception and to the Artist Awards Party
- 4 BWAS commemorative posters and 4 complimentary admissions to MOCA



Bronze Sponsor of the Boardwalk Art Show \$3,500

- On-site **10x10 exhibit space** for promotions, sampling, and merchandising (10x20 is available for \$5,000)
- Logo placement on commemorative posters and on-site event signage
- Logo and link on sponsor page of the Boardwalk Art Show website
- 4 Invitations to the Sponsor Kick Off Cocktail Reception
- 2 BWAS commemorative posters and 2 complimentary admissions to MOCA

Boardwalk Beach Club Sponsorship \$2,500

The Exclusive Club at the Boardwalk Art Show, here is your opportunity to get your name in front of the movers and shakers of Virginia Beach in a private, 60' long, upscale tented space along the boardwalk. The Boardwalk Beach Club offers amenities to paying guests and event supporters to include catered lunch, open bar and beautiful shady seating all four days of the show. The Boardwalk Beach Club sponsorship provides:

- 10 Day passes to distribute among your clients or employees
- Company logo on Boardwalk Beach Club invitations to exclusive demographic
- Company logo on Boardwalk Art Show signage at the Boardwalk Beach Club event site
- **Company Logo on Beach Club** related promotions such as an ad in Distinction Magazine, Veer, Pulse, and Virginia Living
- **Company banner** displayed inside the Boardwalk Beach Club, sponsor to provide
- Opportunity to **distribute company materials** inside the Boardwalk Beach Club
- Company web link on the Boardwalk Art Show website designating you as an official BBC supporter
- 10 Invitations to the Sponsor Kick Off Reception Thursday evening at the Boardwalk Beach Club
- 1 BWAS commemorative poster and 10 complimentary admissions to MOCA



Activity Sponsor of the Boardwalk Art Show \$1,500

Sponsorship of a specific activity at the Boardwalk Art show such as Family Fest, the concerts in the park, or the Artist Awards Party

- 1 company banner placed on display at event location, sponsor to provide
- Presence at the activity
- Periodic acknowledgements from the Stage during the activity
- 2 Invitations to the Sponsor Kick Off Cocktail Reception Thursday evening at the Boardwalk Beach Club
- 1 BWAS commemorative poster and 2 complimentary admissions to MOCA

Booth Space on the Boardwalk Art Show \$2,500

- 10 x 10 booth space located within the event. Location to be determined by the event director.
- 2 Invitations to the Sponsor Kick Off Cocktail Reception Thursday evening at the Boardwalk Beach Club

Boardwalk Art Show Marketing Initiatives

Boardwalk Art Show advertising includes local TV, print, radio, and geo-targeted web advertising geared to tourists out of the market. In addition local art enthusiasts are targeted through email blasts and local print ads. All advertising is started 10 weeks out from show dates to over 13,000 museum members and show supporters. The total reach for our advertising campaign exceeds 3 million impressions.

The web and Facebook are critical communication tools to help with promoting our event and our sponsors. Updated regularly, these are the go-to places for artists and visitors to the show. The website alone generates 550,000 views a year.

Make plans to join us this year along the beautiful Virginia Beach boardwalk. We would love to be in good company with you!

