



## Sponsorship Opportunities

**The SoNo Arts Celebration** is held each year during the first weekend of August in the streets of the historic waterfront district of South Norwalk, CT known as SoNo. This free-to-the-public event is produced entirely by volunteers who work throughout the year on various committees guided by a Board of Directors comprised of community leaders.

Attended by 50,000+ people from New England and the Metro New York area, the Arts Celebration showcases more than 200 artists and performers: Fine artists and craftsmen participate in a juried exhibition. Live performance on four stages provides an eclectic array of music and dance genre. And the celebrated Giant Puppet Parade tops off the weekend on Sunday afternoon.

### Our Mission

The South Norwalk Arts Celebration, Inc., the producing body of The SoNo Arts Celebration, is a federally designated 501(c) 3 non-profit corporation based in South Norwalk, CT. As an educational/cultural organization, its Mission sets forth a clear agenda:

- To develop and expand a clear appreciation of the Arts;
- To present an annual two-day Celebration of the Arts consisting of an outdoor exhibit offering a diverse cross section of professional visual and performing artists, subsequent workshops for adults and children, and an on-going foundation in support of the Arts;
- To utilize and showcase talent from the local community and beyond;
- To obtain necessary funding to realize the primary intent of the organization.

### Main Stage Sponsor

- Logo on Main Stage banner
- Full-page ad in the official program magazine
- Name in all radio spots mentioning the Main Stage leading up to, during and immediately after the event
- Name in all press releases
- Logo in all display ads mentioning the Main Stage before the event
- Name in all post-event sponsor ads
- Use of merchandising booth for SAC approved materials and the right to distribute hand-outs to visitors in the area surrounding the Main Stage
- Right of first refusal for the subsequent year

### Food Court Sponsor

- Logo on Food Court banner
- Full-page ad in the official program magazine
- Name in all radio spots mentioning the Food Court leading up to, during and immediately after the event
- Name in all press releases
- Logo in all display ads mentioning the Food Court before the event
- Name in all post-event sponsor ads
- Use of merchandising booth for SAC approved materials and the right to distribute hand-outs to visitors in the Food Court
- Right of first refusal for the subsequent year

### Stage Sponsor

- Logo on all Stage related banners/signage
- Name in all press releases
- Half-page ad in the official program magazine
- Name in all radio spots mentioning the Stage leading up to, during and immediately after the event
- Name in all press releases
- Use of merchandising booth for SAC approved materials and the right to distribute hand-outs to visitors in the area surrounding the sponsored Stage

### Puppet Parade or Children's Art Playground Sponsor

- Logo on all Puppet Parade or Children's Art Playground related banners/signage
- Name in all press releases
- Half-page ad in the official program magazine
- Name in all radio spots mentioning the Puppet Parade or Children's Art Playground leading up to, during and immediately after the event
- Name in all press releases
- Use of merchandising booth for SAC approved materials and the right to distribute hand-outs to visitors

### Performing Artist Sponsor

- Sign on or in front of Stage during sponsored performance
- Name in all post-event sponsor ads
- Use of merchandising booth for SAC approved materials and the right to distribute hand-outs to visitors

To contact Shawn Hartman (Co-Pres) or Kevin Bowler (Co-Pres) regarding your Sponsorship interest, please send an email to: [info@sonoarts.org](mailto:info@sonoarts.org)

**SoNo Arts Celebration, Inc.**

P.O. Box 600 • South Norwalk, CT 06856

[www.sonoarts.org](http://www.sonoarts.org)