



2010 SoNo Arts Celebration in the streets of historic South Norwalk, CT

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 education-al/cultural organization, its Mission sets forth a clear agenda:

- To develop & 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 & 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 SoNo Arts regarding your Sponsorship interest, please send an email to: info@sonoarts.org or write to:

Sponsorships
SoNo Arts Celebration, Inc.
P.O. Box 600
South Norwalk, CT 06856
www.sonoarts.org