

BALTIMORE OFFICE OF PROMOTION AND THE ARTS presents

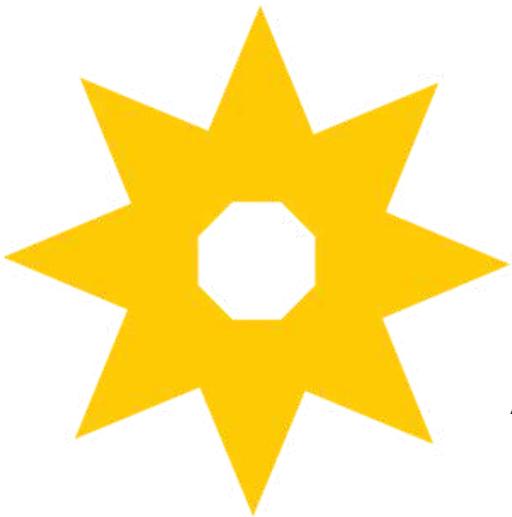
ARTSCAPE

Celebrating Baltimore's Creativity, Culture, and Innovation

SEPTEMBER 20-24, 2023

20
23



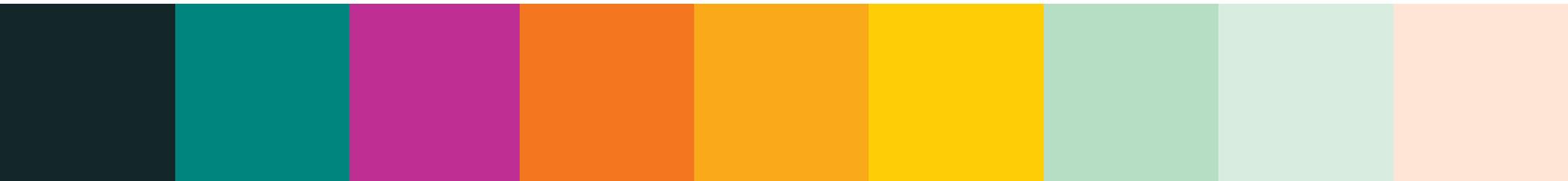


About Artscape

Artscape is **AMERICA'S LARGEST FREE** arts festival, rocking the cultural heart of Baltimore since 1982.

The multi-day festival will include a gala, culinary delights, visual art exhibitions, mainstage music performances, artist talkbacks, community gathering spaces, immersive family & youth experiences, an artist marketplace, and so much more!

Maryland's much-beloved festival showcases the creative community's rich diversity and talent, fostering connection, joy, and discovery.

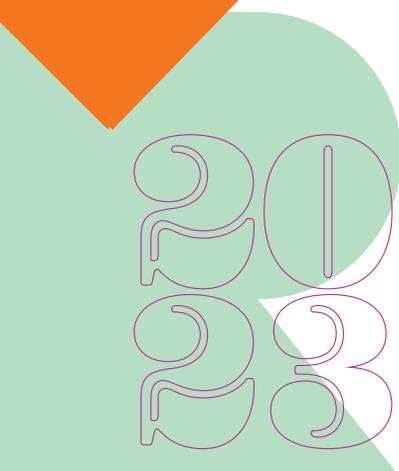




Community Impact

Artscape is more than an arts festival. It is an investment in the people and city of Baltimore. Through this project, we are creating jobs, revitalizing a neighborhood, building lasting impact, and uplifting the artistic community.

- Employ local artists to create murals and permanent art pieces that will remain in the community after the festival is over
- Beautify the Station North Arts & Entertainment District to attract tourism, support existing commercial businesses and residents, and attract new businesses and residents
- Contract with minority and women-owned businesses to both oversee and complete the artistic projects, as well as build the temporary and permanent structures in the neighborhood
- Engage with local community organizers and leaders to ensure open collaboration throughout the planning and execution of the event

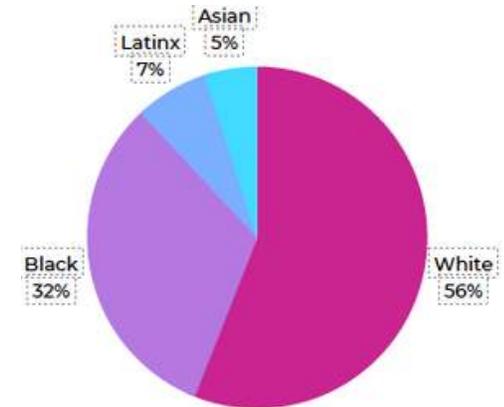


2023

By The Numbers: Audience Demographics

- Artists
- Art Enthusiasts and Collectors
- Culture Lovers
- Brand Leaders
- Creative Developers
- Sales/Marketing Leaders
- Industry Influencers & Celebrities
- Baltimore Residents
- DMV Residents
- Out-of-State Tourists

AGE	
21-24	37 %
35-44	31%
45-54	20%
OVER 55	12%



In July 2019, the last year Artscape was hosted, we welcomed over 70K+ visitors who attended the festival for 2.5 hours. Due to pent-up demand and cooler September temperatures **we are anticipating over 100,000 participants will attend during the five day event.**

2023

OUR VISION[★]

* **Disclaimer:** The event concepts and ideas in this document is subject to change at the event organizer's discretion. Renderings are a design concept and may not represent the final version or location.





Event Tracks

September 20

- Opening Night Gala

September 21-24

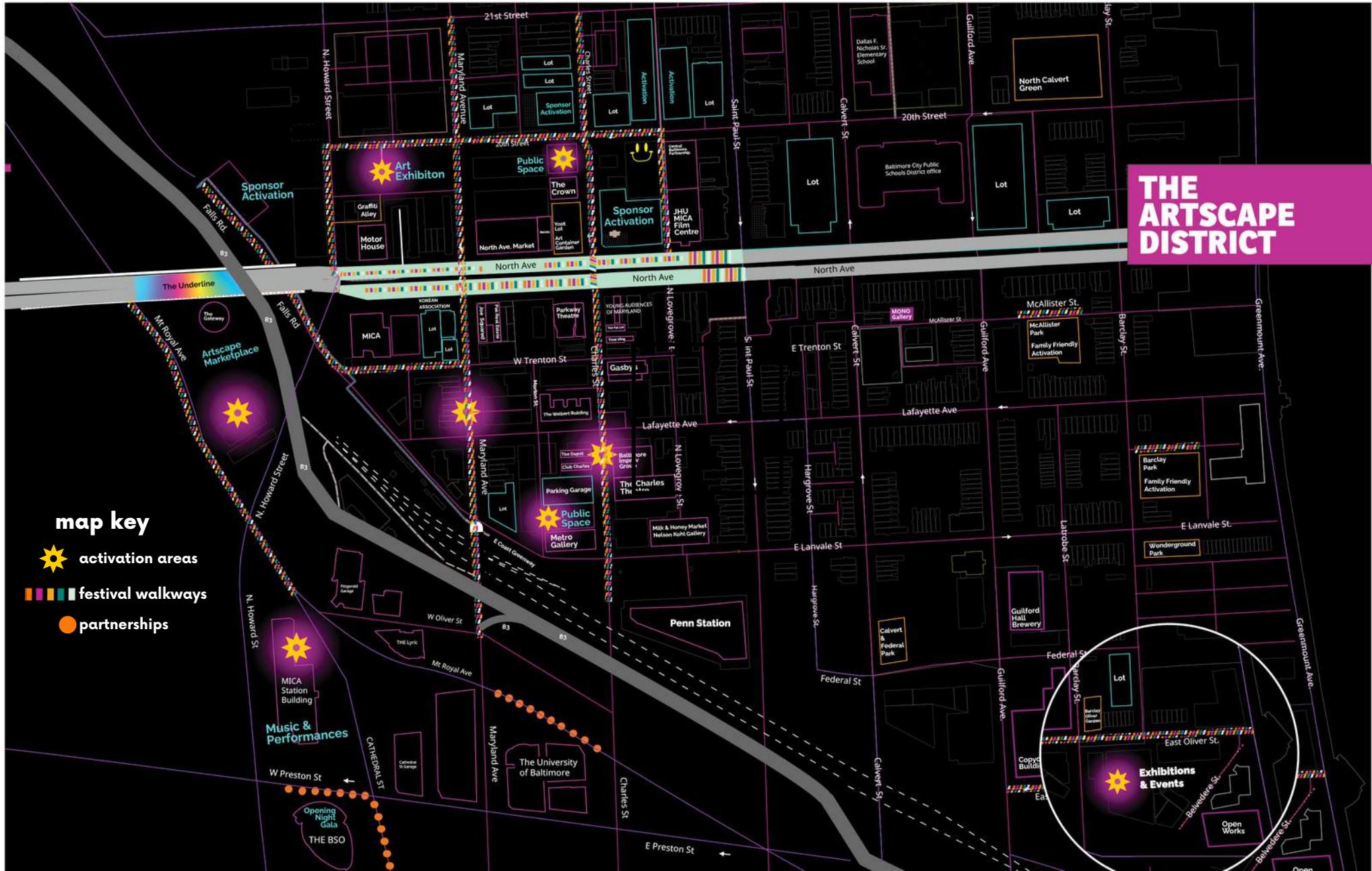
- Art Exhibitions
- Artist Marketplace
- Conversation Series & Artist and Literary Talk Backs
- Film Festival
- Music & Beer Garden
- Community Gathering Places
- Immersive Family & Youth Activities
- Artscape After Dark
- Mainstage Live Music & Performances
- Culinary Delights



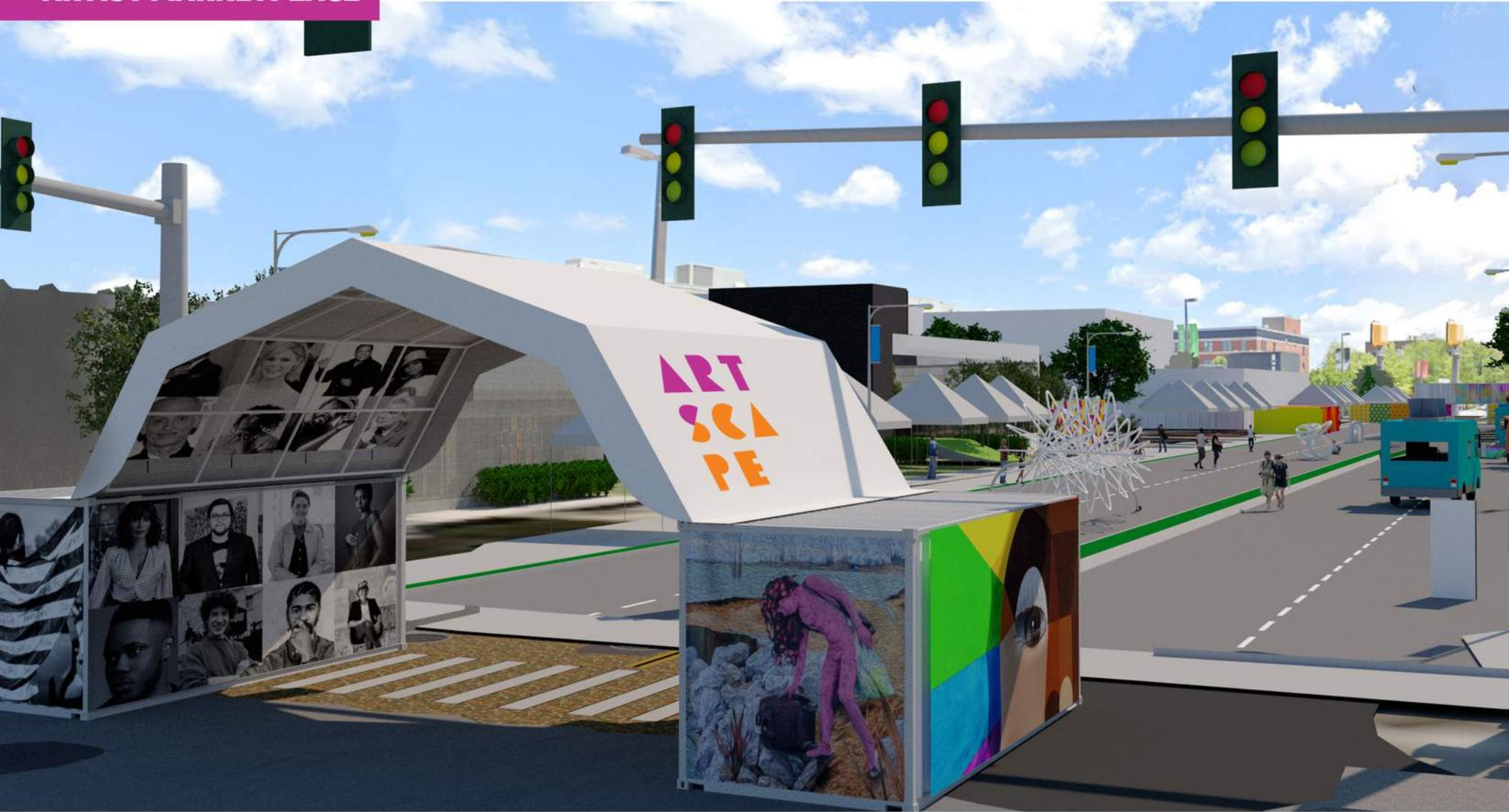
THE ARTSCAPE DISTRICT

map key

-  activation areas
-  festival walkways
-  partnerships



ARTIST MARKETPLACE



Art, fashion, food and trinkets for every style. From minimal to eclectic, Here you find something for the everyday enthusiast.

 **Mt. Royal Ave**

ARTIST MARKETPLACE



MUSIC & PERFORMANCES



This space will serve as the Main Stage entertainment hub. Featuring a mash up of national acts for music and culture lovers.

 **Mt. Royal Ave**

ART EXHIBITION PAVILLION



Exterior

A world class art exhibition space. Showcasing the best of Baltimore. This space begins with a light filled glass atrium. Riced with LED screens we can also have an artist take this over and custom design.

 **Graffiti Alley**



Interior

PUBLIC SPACE



Excited festival goers by day. From sponsored pop-up events to permanent communal gathering spaces to storytelling through murals. Here are examples of sustainable leave-behinds for the local community.

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Excited festival goers by day. From sponsored pop-up events to permanent communal gathering spaces to storytelling through murals. Here are examples of sustainable leave-behinds for the local community.



The Buzz!

“BOPA has put forth a thoughtful, inspiring, and inclusive vision for the future of Artscape,” says **MD State Senator Antonio Hayes**. “By redeveloping Artscape to support Baltimore's creative community, BOPA has designed the type of disruptive, progressive programming that sparks growth and transforms communities. Not only will it build a viable economic pipeline for creatives, it's also the kind of festival the City of Baltimore deserves.”

“Baltimore is known for hosting some of the nation's most entertaining and perfectly executed festivals and Artscape is no exception,” added Baltimore **Mayor Brandon M. Scott**. “We are excited to see this event return and we know that it will be a great opportunity for performers and attendees alike to truly see the best that Baltimore has to offer.”

"I'm so excited"
"Thrilling. I can't wait"
"This is sick"
"This is so dope"
"Awesome"

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THE OPPORTUNITY

If the opportunities on the following pages don't meet your brand goals. Let us customize a sponsorship package with significant recognition, visibility, and special event opportunities. These may include prominent acknowledgment on signage and other promotional materials; access to VIP events and exclusive programming; entertaining client opportunities, including private tours, and much more





Artist Marketplace - \$50,000 Sponsorship*

1/RECOGNITION AS A PREMIER SPONSOR

2/FOOTPRINT

- 10'x20' space
- Premier location in the Artist Marketplace
- Engagement with 100,000+ audience members over 5 days

3/BRANDING

Brand inclusion across Artscape's print and digital assets for an entire year in advance of the 2023 event

- Printed
- Digital
- Merchandise
- Advertising
- On-Site, including street banners, maps, digital kiosks, & staff t-shirts

**Festival organizers must preapprove onsite programming. The sponsorship fee does not include activation, building or fabrication costs.*

2023

4/RIGHTS & BENEFITS

PRE-EVENT

- 6x dedicated brand story reel. Distributed on BOPA's and Artscape's IG and Facebook channels
- Featured editorial content in BOPA's e-newsletter and Artscape website
- Logo inclusion in Artscape e-newsletters and website throughout the event lifecycle
- Brand Recognition in nationally published press releases
- Logo displayed (by level) on event maps and other printed materials

AT EVENT

- (6) VIP access for Executive staff
- Logo prominently featured on Festival Main Stage jumbo screens
- Integrated sponsor-produced content featured on the main stage during pre-performances and intermission.
- Access to an on-the-ground festival docent for Executive Staffers
- Opportunity to include branded merchandise or materials in VIP swag bags
- Rights to use the Artscape name in proprietary digital and print campaigns

POST-EVENT

- Access to photos from the Official Event Photography partner
- Access to Post-Event Wrap-Up Report



Artist Marketplace - \$25,000 Sponsorship*

1/RECOGNITION AS A PREMIER SPONSOR

2/FOOTPRINT

- 10'x20' space
- Prominent location in the Artist Marketplace
- Engagement with 100,000+ audience members over 5 days

3/BRANDING

Brand inclusion across Artscape's print and digital assets for an entire year in advance of the 2023 event

- Printed
- Digital
- Merchandise
- Advertising
- On-Site, including street banners, maps, digital kiosks, & staff t-shirts

**Festival organizers must preapprove onsite programming. The sponsorship fee does not include activation, building or fabrication costs.*

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4/RIGHTS & BENEFITS

PRE-EVENT

- 4x dedicated brand story reel. Distributed on BOPA's and Artscape's IG and Facebook channels
- Featured editorial content in BOPA's e-newsletter and Artscape website
- Logo inclusion in Artscape e-newsletters and website throughout the event lifecycle
- Brand Recognition in nationally published press releases
- Logo displayed (by level) on event maps and other printed materials

AT EVENT

- (2) VIP access for Executive staff
- Access to an on-the-ground festival docent for Executive Staffers
- Opportunity to include branded merchandise or materials in VIP swag bags
- Rights to use the Artscape name in proprietary digital and print campaigns

POST-EVENT

- Access to photos from the Official Event Photography partner
- Access to Post-Event Wrap-Up Report



Artist Marketplace - \$15,000 Sponsorship*

1/RECOGNITION AS A EVENT SPONSOR

2/FOOTPRINT

- 10'x10' space in Artist Marketplace
- Engagement with 100,000+ audience members over 5 days

3/BRANDING

Brand inclusion across Artscape's print and digital assets for an entire year in advance of the 2023 event

4/RIGHTS & BENEFITS

PRE-EVENT

- 1x dedicated brand story reel. Distributed on BOPA's and Artscape's IG and Facebook channels
- Logo inclusion in Artscape e-newsletters and website throughout the event lifecycle
- Brand Recognition in nationally published press releases
- Logo displayed (by level) on event maps and other printed materials

AT EVENT

- Opportunity to include branded merchandise or materials in VIP swag bags
- Rights to use the Artscape name in proprietary digital and print campaigns

POST-EVENT

- Access to photos from the Official Event Photography partner
- Access to Post-Event Wrap-Up Report

**The sponsorship fee does not include activation, building or fabrication costs.*

2023



Artist Marketplace - \$10,000 Sponsorship*

1/RECOGNITION AS A EVENT SPONSOR

2/FOOTPRINT

- 10'x10' space in Artist Marketplace
- Engagement with 100,000+ audience members over 5 days

3/BRANDING

Brand inclusion on select Artscape digital assets for an entire year in advance of the 2023 event

4/RIGHTS & BENEFITS

PRE-EVENT

- Logo inclusion in Artscape e-newsletters and website throughout the event lifecycle
- Brand Recognition in nationally published press releases

AT EVENT

- Opportunity to include branded merchandise or materials in VIP swag bags
- Rights to use the Artscape name in proprietary digital and print campaigns

POST-EVENT

- Access to Post-Event Wrap-Up Report

**The sponsorship fee does not include activation, building or fabrication costs.*

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**FOR THE LOVE
OF ART! THERE IS
MORE TO COME**



BALTIMORE

OFFICE OF PROMOTION
& THE ARTS

Stacy Handler

Director of Development

Shandler@promotionandarts.org

443-263-4312

Daniella Greeman

Corporate Partnerships Manager

Dgreeman@promotionandarts.org

443-263-4330

Baltimore Office of Promotion & The Arts is a 501 (c)(3) nonprofit organization that supports arts and culture for the benefit of all people in Baltimore. We connect creatives to the resources they need to thrive, promote the city as a destination for creativity and culture nationwide, and produce cultural events in partnership with the City of Baltimore and the State of Maryland. We are an independent organization serving as the city's arts council and film office.

