

BALTIMORE OFFICE OF PROMOTION AND THE ARTS presents

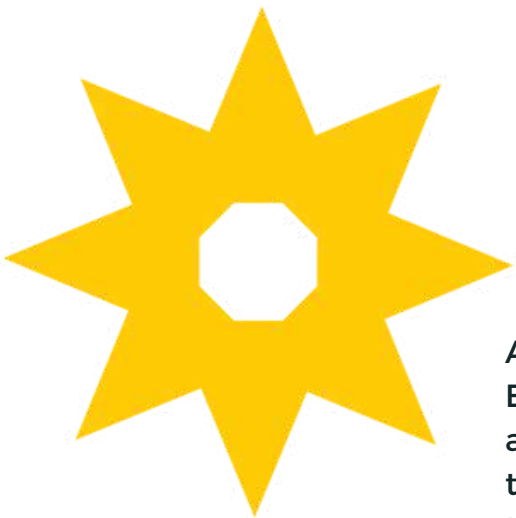
ARTSCAPE

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 festival was designed as an Arts Fair and marketed Baltimore as a cultural hub. The newly developed Meyerhoff Symphony Hall was underway, and to draw community support and stimulate economic development and investment in the area, Artscape was born.

Today's Artscape will include a gala, culinary delights, visual art exhibitions, main stage 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.



Our Goals

Artscape is more than an event. 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. Through Artscape, **WE WILL:**

- Create a world class arts festival
- Spark economic development and tourism
- Reaffirm our commitment to the creative community by placing them at the center of everything we do
- Ensure a more equitable festival by supporting black creatives, women owned businesses and minority contractors
- Invest in long term neighborhood improvements through arts-based beautification projects

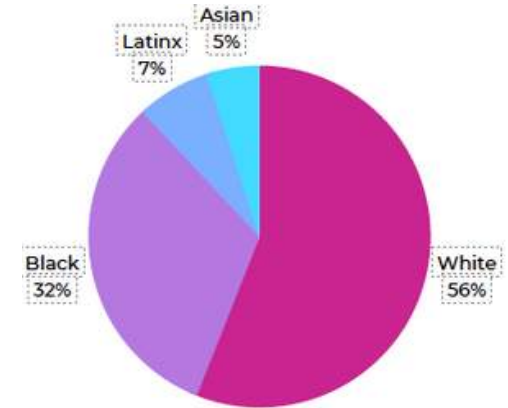


By The Numbers

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 INSPIRATION



MIAMI, FL: WYNWOOD DISTRICT



Miami: Wynwood is an eclectic district in the urban core of Miami, Florida. It is home to art galleries, retail stores, antique shops, eclectic bars, artisanal eateries, and one of the largest open-air street-art installations in the world. Throughout the mid-to-late 1900s, the district experiences a decade of economic exodus and depression. In the early 2000s, forward-thinking developers and property owners rehabilitated neglected warehouses, shuttered factories, and other unused buildings, transforming them into the innovative businesses visible today.

CULTURE HOUSE (BLIND WHINO) LOCATED IN THE HEART OF WASHINGTON, DC.



Culture House, the art and event space recognized for its bright, multicolored murals inside and out. This incredible 19th-century building—one of the oldest in this part of DC—sets a stunning backdrop for the rotating art presented in the Avant Garde.



OUR VISION[✶]

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



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





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**



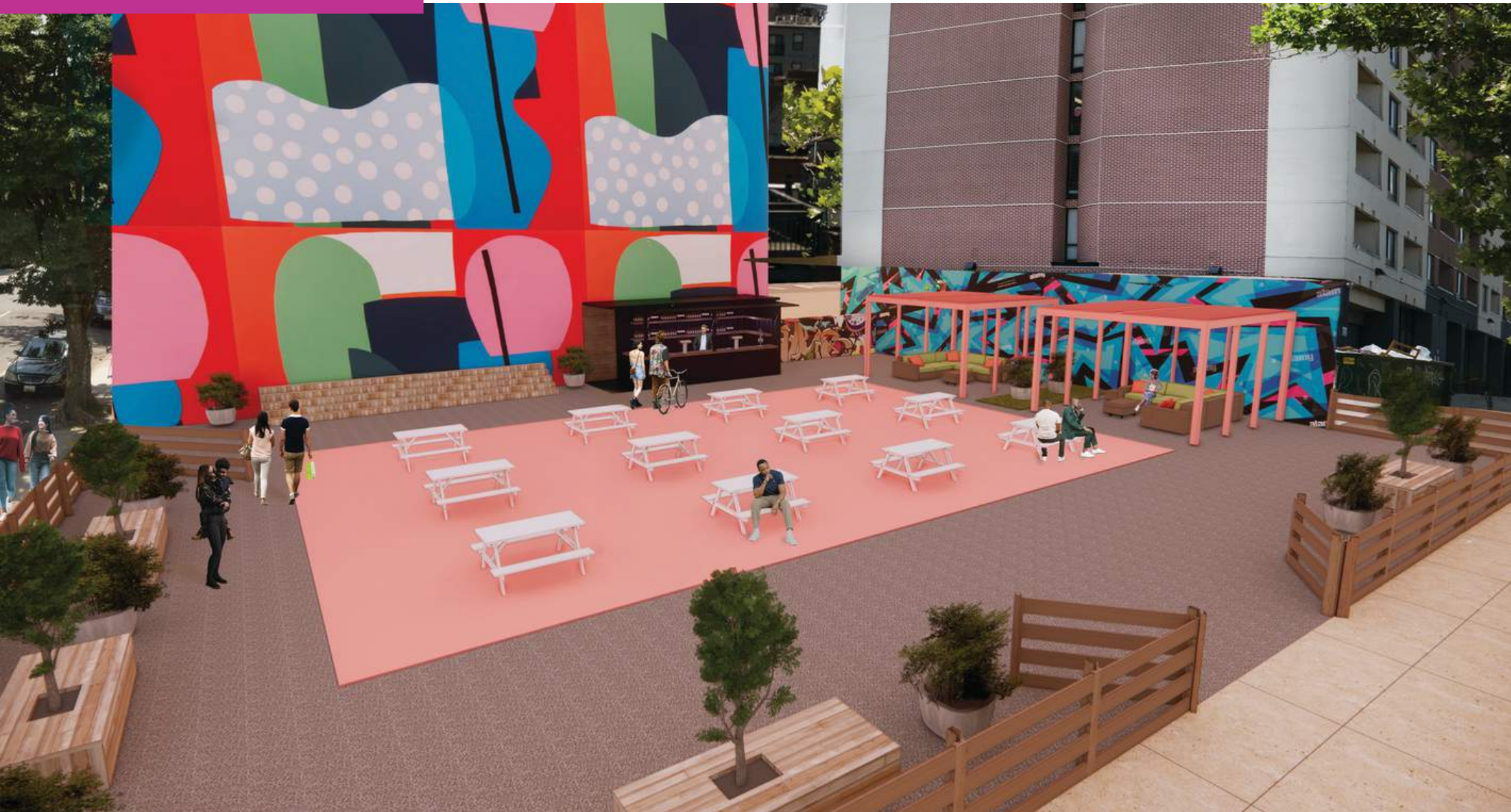
Interior

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.

PUBLIC SPACE



Excited festival goes 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.

W. Charles St. & 20th St.



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 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 **Mayor Brandon M. Scott** shared “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.”

Lead Sponsors

2023



Brandon M. Scott
Mayor



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





Customizable Opportunities at \$100,000 and above

1/RECOGNITION AS THE PRESENTING SPONSOR FOR ONE OF THE FOLLOWING OPPORTUNITIES:

- Artists Marketplace naming rights
- Main Stage & Green Room Areas, ex. presented by XYZ brand or company
- Artist Exhibition Pavilion presenting sponsor rights
- Opening Night Gala presenting sponsor rights

2/BRANDING

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

- Print (postcards, posters, banners, etc)
- Digital (social media, website, e-newsletters, etc)
- Merchandise
- Advertising
- On-Site, including stage signage, maps, digital kiosks, staff t-shirts, etc

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

2023

3/RIGHTS & BENEFITS

PRE-EVENT

- 12x 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

- 10 Gala Tickets
- (10) VIP access for Executive staff
 - Main Stage VIP/Green Rooms
 - Art Exhibition Pavillion
 - BOPA's proprietary activations
- Logo prominently featured on jumbo screens
- Meet and greet and photo opportunity with talent, artists, or curator
- Integrated sponsor-produced content featured on the main stage or gala 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 - \$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

- Print (postcards, posters, banners, etc)
- Digital (social media, website, e-newsletters, etc)
- Merchandise
- Advertising
- On-Site, including stage signage, maps, digital kiosks, staff t-shirts, etc

**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

- Print (postcards, posters, banners, etc)
- Digital (social media, website, e-newsletters, etc)
- Merchandise
- Advertising
- On-Site, including stage signage, maps, digital kiosks, staff t-shirts, etc

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

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

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Artist Marketplace - \$15,000 Sponsorship*

1/RECOGNITION AS AN EVENT SPONSOR

2/FOOTPRINT

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

3/BRANDING

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

- Print (postcards, posters, banners, etc)
- Digital (social media, website, e-newsletters, etc)
- Advertising
- On-Site, including stage signage, maps, digital kiosks, staff t-shirts, etc

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 AN EVENT SPONSOR

2/FOOTPRINT

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

3/BRANDING

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

- Print (postcards, posters, banners, etc)
- Digital (social media, website, e-newsletters, etc)
- Advertising
- On-Site, including stage signage, maps, digital kiosks, staff t-shirts, etc

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

- 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.*

20
23

Customizable Sponsor Opportunities

Large Public Art Installations

Commission a giant, interactive art installation that adds to the wonder of the festival.

Murals

Commission a local artist to create a new mural on the Artscape footprint. Leave a lasting legacy through art.

Vacant Lot Renewal

Transform vacant lots in Station North into beautiful gathering spaces for the community to enjoy long after the festival is over.

Immersive Family Activities

Support live, interactive family and kid-friendly events, activities, and concerts, such as immersive video games, jumbo-sized board games, and live art installations.

Local Talent Showcases

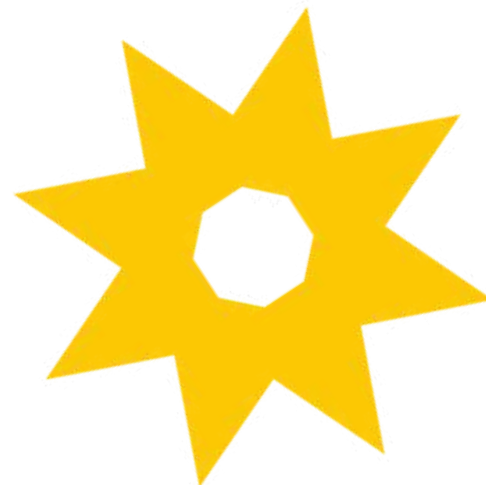
Be the exclusive presenter of show-stopping local talent and live art activations.

Content House

A space for creators and influencers to come together, collaborate, generate, and share great content and instagramable moments during Artscape.

Hydration Station

Provide clean drinking water to festival goers with 'The Water Bar' self-serve water station. Festival-goers refill their reusable bottles with filtered water to save on single-use plastic.



Customizable Sponsor Opportunities

Spirits and Beverages

Give festival goers an optimal face-to-face opportunity to engage with a luxury drink brand

Technology

Keep festival goers connected by sponsoring festival WiFi and technology to power groundbreaking AI, VR, and immersive digital art experiences.

Ride or Bike/Scooter Share

Make Artscape accessible by providing users with discounted or complimentary ride or bike/scooter share options.

Infrastructure, Decor, Design & Supplies

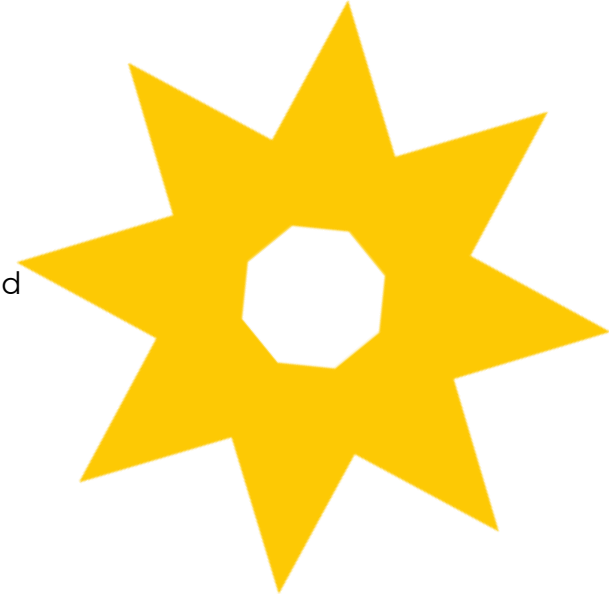
Help ensure that Artscape is a world-class festival that demonstrates the creativity, beauty, and ingenuity of Baltimore by providing the following in-kind support: Plywood, sheetrock, shipping containers, flooring, lounge furniture, interior, and exterior paint supplies, wrought iron fencing, contractors and power washers

Hospitality & Travel

Provide in-kind hotel and travel support to accommodate Artscape's VIPs, musical talent, guest lecturers, and visual artists.

Friends of the Festival

Make a direct gift to Artscape, which can support everything from paying artists to perform, to transforming vacant lots into permanent art spaces, to creating immersive family-friendly experiences for arts lovers of all ages.



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



BALTIMORE

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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.

