

ART

SCA

PE 2023

SEPTEMBER 22-24

BALTIMORE
OFFICE OF PROMOTION
& THE ARTS



Celebrating Baltimore's Creativity, Culture, & Innovation





ABOUT BOPA

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



ABOUT ARTSCAPE



Artscape is **AMERICA'S LARGEST FREE** outdoor arts festival, rocking the cultural heart of Baltimore since 1982. The festival was designed as an Arts Fair that marketed Baltimore as a cultural hub, generated local community support for the arts, and stimulated economic development and investment in the Mt. Vernon/Bolton Hill neighborhood.

In 2019 (the last time Artscape was held), Artscape featured more than 200 artist performers and over 100 visual artists and artisans.

Today's Artscape will include visual art exhibitions, main stage music performances, culinary delights, community gathering spaces, immersive family & youth experiences, an artist marketplace, and so much more!



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, establishing a lasting impact, and uplifting the artistic community. Through Artscape, **WE WILL:**

- Create a world class arts festival
- Support hundreds of local, regional, and national creatives
- Spur 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
- Support artists across a variety of disciplines - Literary, Dance, Performing Arts, Visual Arts, Culinary, and Fashion.

DATES/TIMES



FRIDAY, SEPTEMBER 22

5PM – 10PM FESTIVAL OPERATIONS

9PM – 11PM ARTSCAPE AFTERHOURS

SATURDAY, SEPTEMBER 23

11AM – 5PM MAIN STAGE HOURS

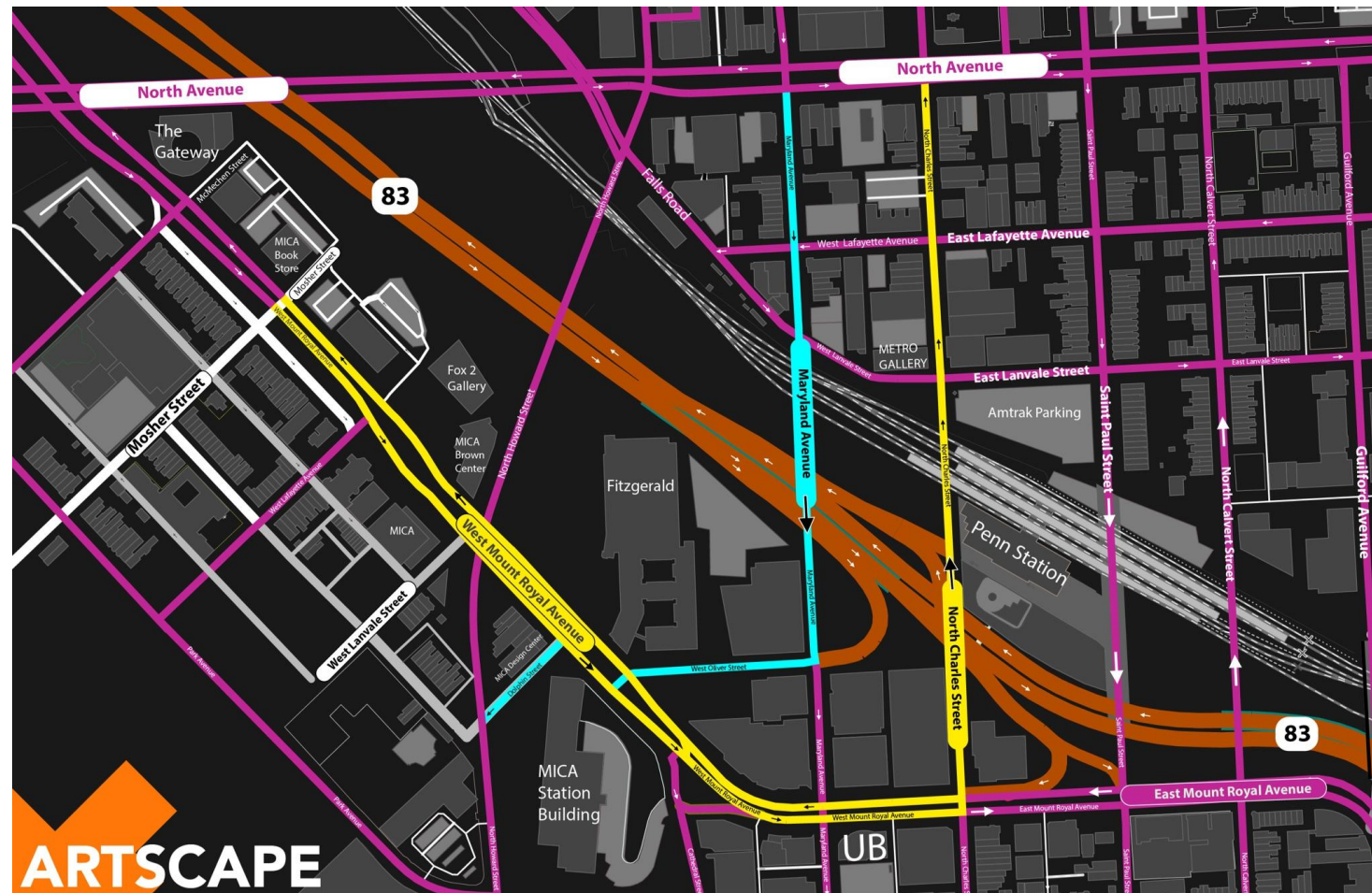
11AM – 10PM FESTIVAL OPERATIONS

9PM – 11PM ARTSCAPE AFTERHOURS

SUNDAY, SEPTEMBER 24

11AM-5PM FESTIVAL OPERATIONS





ACTIVATIONS

SERVICE LANE

PROGRAM TRACKS

September 22-24

- Art Exhibitions
- Artist Marketplace
- Sondheim Art Award Semi Finalist Exhibition
- Baltimore City and MD Regional Youth Artist Exhibitions
- Large and Small Visual and Performing Art Projects
- Community Gathering Places
- Immersive Family & Youth Activities/Kidscape
- Mainstage Live Music & Performances



STAGE LOCATIONS



Live & DJ Music Stage Performances

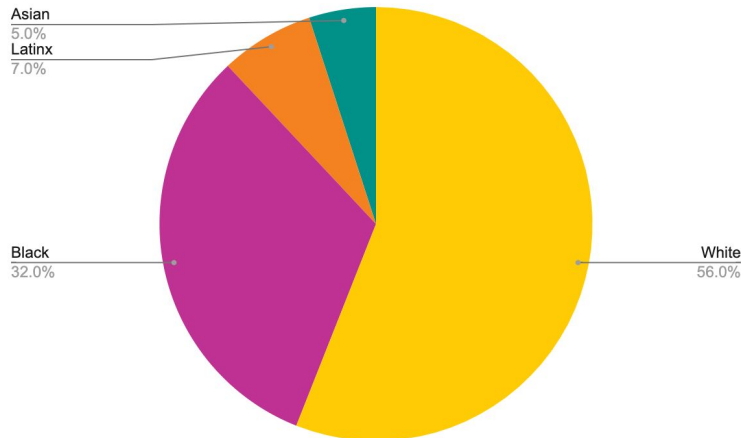
- **Main Stage** - Mount Royal Station
- **Mount Royal Stage** - Mount Royal Avenue at Mosher Street
- **Station North Stage** - North Charles Street at North Avenue

BY THE NUMBERS

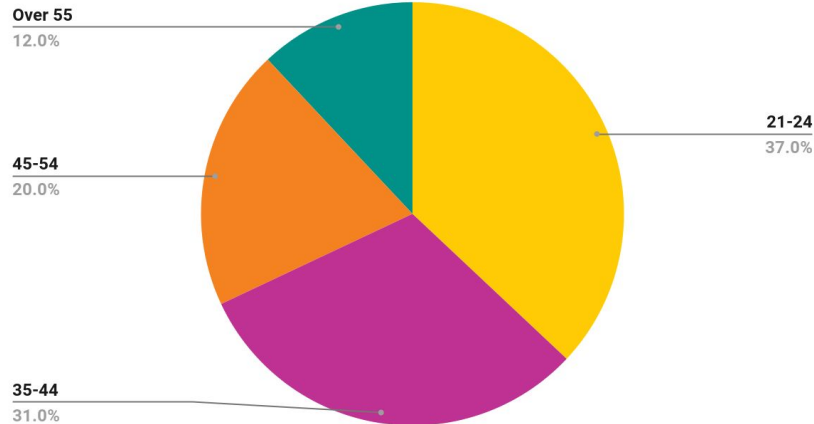
HISTORICAL AUDIENCE DEMOGRAPHICS

(Data from 2019 festival)

Race



Age



Artscape attendees include: Artists, Art Enthusiasts, Culture Lovers, Creative Developers, Industry Influencers & Celebrities, Baltimore and DMV Residents, Out-of-State Tourists, and more.

The historical Artscape audience is largely comprised of individuals who are under 35 years old and who identify as white. This year, we hope to draw an audience that is a better reflection of the rich diversity of Baltimore's residents, including more people of color and individuals of all ages.

We anticipate that over 100,000 participants will attend this year's Artscape festival.

THE OPPORTUNITY

\$100,000 SPONSORSHIP

AT THE EVENT

- Recognition as a Presenting Sponsor
- 10'x20' space in the best location on festival footprint
- Ten (10) tickets to the VIP opening reception
- Meet and Greet opportunities with artists for Sponsor executive leadership
- Logo prominently featured on Festival Main Stage jumbo screens
- Integrated sponsor-produced content featured on the Main Stage during pre-performances and intermission
- Engagement with 100,000+ audience members over 3 days
- On-Site branding, including logo placement on maps, signage, staff t-shirts, etc.
- Opportunity to include branded merchandise at VIP opening reception

BRANDING RIGHTS AND BENEFITS

- Dedicated video content that tells your brand's story, distributed on BOPA's and Artscape's IG and Facebook pages 12x throughout the sponsorship period
- Featured editorial content in BOPA's e-newsletter and Artscape website
- Logo inclusion across **all** Artscape print and digital assets in advance of and at the 2023 event:
 - Print (event map, postcards, posters, banners, etc)
 - Digital (social media, website, e-newsletters, etc)
 - Nationally published press releases
 - Advertising
- Rights to use the Artscape name in proprietary digital and print campaigns

POST-EVENT

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



\$50,000 SPONSORSHIP

AT THE EVENT

- 10'x20' space in one of the best locations on festival footprint
- Recognition as a Premier Sponsor
- Six (6) tickets to the VIP opening reception
- Logo prominently featured on Festival Main Stage jumbo screens
- Integrated sponsor-produced content featured on the Main Stage during pre-performances and intermission
- Engagement with 100,000+ audience members over 3 days
- On-Site branding, including logo placement on maps, signage, staff t-shirts, etc
- Opportunity to include branded merchandise at VIP opening reception

BRANDING RIGHTS AND BENEFITS

- Dedicated video content that tells your brand's story, distributed on BOPA's and Artscape's IG and Facebook pages 6x throughout the sponsorship period
- Featured editorial content in BOPA's e-newsletter and Artscape website
- Logo inclusion across **all** Artscape print and digital assets in advance of and at the 2023 event:
 - Print (event map, postcards, posters, banners, etc)
 - Digital (social media, website, e-newsletters, etc)
 - Nationally published press releases
 - Advertising
- Rights to use the Artscape name in proprietary digital and print campaigns

POST-EVENT

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



\$25,000 SPONSORSHIP

AT THE EVENT

- 10'x20' space in very desirable location on festival footprint
- Two (2) tickets to the VIP opening reception
- Engagement with 100,000+ audience members over 3 days
- On-Site branding, including logo placement on maps, signage, staff t-shirts, etc
- Opportunity to include branded merchandise at VIP opening reception

BRANDING RIGHTS AND BENEFITS

- Dedicated video content that tells your brand's story, distributed on BOPA's and Artscape's IG and Facebook pages 4x throughout the sponsorship period
- Featured editorial content in BOPA's e-newsletter and Artscape website
- Logo inclusion across **all** Artscape print and digital assets in advance of and at the 2023 event:
 - Print (event map, postcards, posters, banners, etc)
 - Digital (social media, website, e-newsletters, etc)
 - Nationally published press releases
 - Advertising
- Rights to use the Artscape name in proprietary digital and print campaigns

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\$15,000 SPONSORSHIP

AT THE EVENT

- 10'x10' space on the festival footprint
- Engagement with 100,000+ audience members over 3 days
- On-Site branding, including logo placement on maps, signage, staff t-shirts, etc
- Opportunity to include branded merchandise at VIP opening reception

BRANDING RIGHTS AND BENEFITS

- Dedicated video content that tells your brand's story, distributed on BOPA's and Artscape's IG and Facebook pages once throughout the sponsorship period
- Logo inclusion across **select** Artscape print and digital assets in advance of and at the 2023 event:
 - Print (event map, postcards, posters, banners, etc)
 - Digital (social media, website, e-newsletters, etc)
 - Nationally published press releases
 - Advertising
- Rights to use the Artscape name in proprietary digital and print campaigns

POST-EVENT

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- Access to photos from the Official Event Photography partner



\$10,000 SPONSORSHIP

AT THE EVENT

- 10'x10' space on the festival footprint
- Engagement with 100,000+ audience members over 3 days
- On-Site branding, including logo placement on maps, signage, staff t-shirts, etc

BRANDING RIGHTS AND BENEFITS

- Logo inclusion across **select** Artscape print and digital assets in advance of and at the 2023 event:
 - Print (postcards, posters, banners, etc)
 - Digital (social media, website, e-newsletters, etc)
 - Nationally published press releases
 - Advertising
- Rights to use the Artscape name in proprietary digital and print campaigns

POST-EVENT

- Access to Post-Event Wrap-Up Report



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

CONTACT



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**BIG
AMBITION
TAKES TIME!
THANK YOU**

