

BALTIMORE
OFFICE OF PROMOTION
& THE ARTS

ARTSCAPE

AUGUST 2 - 4, 2024

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 2023, Artscape featured more than 100 artist performers and over 75 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
- Ensure a more equitable festival by supporting Black creatives, women owned businesses, and minority contractors
- Expand pathways for artists across a variety of disciplines - Literary, Dance, Performing Arts, Visual Arts, Culinary, and Fashion.

TENTATIVE FESTIVAL SCHEDULE



FRIDAY, AUGUST 2

11AM - 10PM FESTIVAL OPERATIONS

9PM - 11PM ARTSCAPE AFTERHOURS

SATURDAY, AUGUST 3

11AM - 5PM MAIN STAGE HOURS

11AM - 10PM FESTIVAL OPERATIONS

9PM - 11PM ARTSCAPE AFTERHOURS

SUNDAY, AUGUST 4

11AM - 5PM FESTIVAL OPERATIONS

Please note that festival schedule, program tracks, and stage locations are subject to change as programming is confirmed.



PROGRAM TRACKS

August 2 - 4

- B_24 Art Exhibit
- Sondheim Semi Finalist Exhibit
- Artist Marketplace
- Conversation Series & Artist and Literary Talk Backs
- Film Festival
- Comedy
- Gamescape
- Music & Beer Garden
- Community Gathering Places
- Kidscape & Teenscape
- Artscape After Hours
- Main Stage Live Music & Performances
- Culinary Delights



TENATIVE 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

PARTNERSHIP OPPORTUNITIES

AT THE EVENT

- Recognition as a Presenting Sponsor
- 20'x30' (or above) space in the best location on festival footprint
- Ten (10) tickets to the VIP opening reception
- Backstage access 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 150,000+ audience members for the duration of the festival
- 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
- Exclusive Artist Merchandise
- Framed commemorative Artscape poster
- Logo inclusion across Artscape **print and digital** assets in advance of and at the 2024 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

\$100,000 SPONSORSHIP



AT THE EVENT

- 20'x30' (or above) 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 150,000+ audience members for the duration of the festival
- On-Site branding, including logo placement on maps, signage, staff t-shirts, etc
- Opportunity to include branded merchandise at VIP opening reception
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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
- Exclusive Artist Merchandise
- Framed commemorative Artscape poster
- Logo inclusion across Artscape **print and digital** assets in advance of and at the 2024 event:
 - Print (event map, postcards, posters, banners, etc)
 - Digital (social media, website, e-newsletters, etc)
 - Nationally published press releases
 - Advertising
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POST-EVENT

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- Access to photos from the Official Event Photography partner

\$50,000 SPONSORSHIP



\$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 150,000+ audience members for the duration of the festival
- 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 2x throughout the sponsorship period
- Featured editorial content in BOPA's e-newsletter
- Logo inclusion across Artscape print and digital assets in advance of and at the 2024 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



\$10,000 SPONSORSHIP

AT THE EVENT

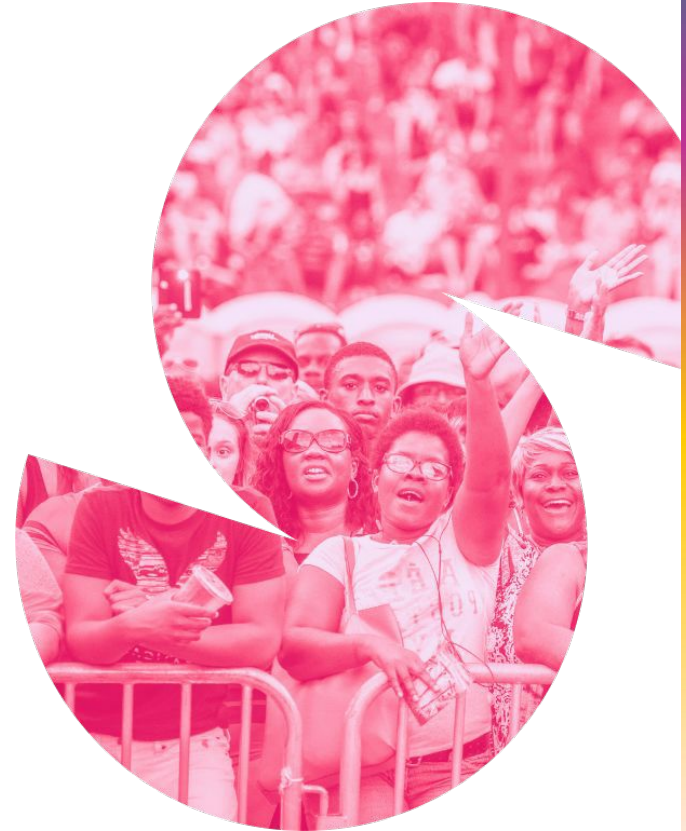
- 10'x10' space on the festival footprint
- Tables and chairs provided by BOPA
- Engagement with 150,000+ audience members for the duration of the festival

BRANDING RIGHTS AND BENEFITS

- Logo inclusion across Artscape digital assets in advance of the 2024 event:
 - Social media, website, e-newsletters, etc.
- Rights to use the Artscape name in proprietary digital and print campaigns

POST-EVENT

- Access to Post-Event Wrap-Up Report



A LA CARTE OPPORTUNITIES

August 2 - 4

- Program Underwriting Opportunities
 - A variety of weekend-long signature Artscape programs with potential for naming rights - **\$10,000 - 20,000**
 - Example: Kidscape presented by [Your Institution]
- Stage Naming Rights
 - Main Stage Naming Rights - **\$50,000**
 - Station North Stage Naming Rights - **\$25,000**
- Performance Underwriting
 - Project Artscape Fashion Show - **\$5,000**
 - Sponsor a local artist **\$500 - \$2,500**
- Public Art & Exhibition Underwriting
 - Collaboratively curated sculpture or mural in a location mutually decided upon by your institution, BOPA, and the Mayor's Office - **\$50,000**
 - Sondheim Semi-Finalist Show, B24 Exhibition - **\$20,000**



FOR THE LOVE
OF ART! THERE IS MORE
TO COME

CONTACT



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