



THE LAKE OSWEGO  
FESTIVAL OF THE ARTS  
June 21-23 2024

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ALL HANDS ON DECK:  
The Festival utilizes  
over 500 volunteers!

## SPONSORS LIKE YOU MAKE IT HAPPEN!



The Lake Oswego Festival of the Arts has been enriching the cultural fabric of our community for 61 years. The three-day festival, held at Lakewood Center and George Rogers Park the weekend after Father's Day, brings together local and international artists, musicians, and performers, creating a vibrant tapestry of creativity that captivates thousands of attendees each year. Our Festival features a wide range of artistic expressions, including painting, sculpture, photography, live music, dance, food, and youth activities.

The success of the Lake Oswego Festival of the Arts is made possible by the support of businesses like yours. Your sponsorship will not only help us continue to provide a platform for artists and performers but also contribute to the cultural vitality of our region.

To learn more about the various sponsorship opportunities available and how your organization can become an integral part of this year's festival, please review the enclosed sponsorship packet.

## CELEBRATION

Visual arts, music, dance and food come together for three days in June.

## INSPIRATION

We fuse creativity with arts education to keep visitors entertained and informed.

## COMMUNITY

The Festival is free for all to attend.

# MISSION



**THE LAKE OSWEGO FESTIVAL OF THE ARTS' PRIMARY GOAL IS ARTS EDUCATION AND THE CELEBRATION OF CULTURE & COMMUNITY THROUGH ART.**

The Lake Oswego Festival of the Arts is an arts education event of the Lakewood Center for the Arts, a 501(c)(3) nonprofit arts organization. It is held the weekend after Father's Day each year and attracts nearly 25,000 people. Contributions to the Festival are tax deductible to the fullest extent allowed by law. Our tax ID number is 93-0700108.



# IMAGINE THAT!

Imagine a world where creativity knows no bounds, where colors dance, and imagination takes flight. Our 2024 Festival of the Arts is a vibrant celebration of human expression and boundless creativity. From captivating exhibits that pair professional artists with students, to mesmerizing performances and fun activities, our 61st Festival is a journey into the heart of artistic brilliance.

# 2024 VISION



Student drawing of their imaginary animal, to be recreated by a professional artist for the Featured Exhibit, The Imagination Menagerie..

## STATISTICS

**THE 2023 FESTIVAL DREW AN ESTIMATED 25,000 VISITORS.**



“The Lake Oswego Festival of the Arts continues to be a signature event for the city. It is a premier community event that maintains a strong local appeal but also provides a growing number of regional and out-of-area visitors the opportunity to come together and celebrate the rich heritage of art and culture in Lake Oswego. The event certainly continues to generate beneficial social and economic impacts for the local area.”

-Noel J. Klein, Survey Researcher

### **First-Time attendees:**

Promotional efforts to broaden the appeal of the Festival continue to produce results.

**36%**

### **Promotional awareness:**

Attendees say they find us through print and social media. The Festival does extensive promotion throughout the year.

**66%**

### **Local Business Impact:**

A majority of visitors reported they are likely to visit local area restaurants, businesses and attractions on their way to or from the Festival.

**60%**

### **Reaching New Communities:**

The Festival continues to attract diverse groups of people, with 24% identifying as other than caucasian in our 2023 survey.

**24%**

## OPPORTUNITIES

At the Lake Oswego Festival of the Arts, we believe that art has the power to transform lives, inspire communities, and spark positive change.

For 61 years, we've dedicated ourselves to showcasing the incredible talents of artists and performers while nurturing a deeper appreciation for the arts.

As signature event of Lakewood Center for the Arts, the Festival relies on sponsors and donors to continue year after year. And while costs have increased, supplemental funding from government agencies has decreased, meaning community involvement is now more crucial than ever.

**We are proud to be a beacon of creativity in our community, and we invite your esteemed organization to join us on this inspiring journey as a sponsor.**

Your sponsorship helps continue our mission, and plays a pivotal role in fostering a vibrant arts scene in our community. We know that together, we can create a lasting legacy of artistic excellence.

# WHY SPONSOR THE LAKE OSWEGO FESTIVAL OF THE ARTS?

**YOU'LL BE IN GOOD COMPANY!  
BY BECOMING A SPONSOR OF OUR FESTIVAL,  
YOU WILL GAIN ACCESS TO A UNIQUE SET OF BENEFITS, INCLUDING:**



Your organization's logo will be prominently displayed on festival materials, including banners, signage, and promotional materials, providing valuable exposure to a diverse and engaged audience.



Demonstrate your commitment to the local community by supporting an event that fosters creativity, cultural appreciation, and community interaction.



Benefit from our active promotion partnerships, including television, radio, social media and website recognition, reaching a broader and connected audience.



Sponsors get access to VIP treatment, such as tickets to our exclusive Patron Preview Party and reserved seating for live music.



Connect with other community leaders, artists, and businesses through exclusive sponsor networking events and activities.



Be part of an event that enriches the lives of attendees and supports the arts, leaving a positive and lasting impression on the community.



A \$350,000 annual operating budget is administered and supervised by the Lakewood Center for the Arts. A Finance subcommittee of business leaders raises funds and supervises expenditures. 50% of income comes from events and programs and 50% comes from contributions, businesses, foundations and civic organizations.



## WISH LIST



### FINANCIAL SPONSORSHIP

Generous sponsors help us provide essential financial support, enhance artistic quality, promote accessibility, and foster community engagement. Your sponsorship funds exhibits, curator stipends, awards, music acts, and supplies.



### IN KIND DONATIONS

The Festival needs a lot of pieces to come together each year. From zip ties to reception food and beverages, we're looking for sponsors who can donate significant quantities of goods to help reduce our expenses.



### VOLUNTEERS

Did you know that it takes over 500 volunteers to make the Festival run smoothly? Help us fill shifts by encouraging your employees to volunteer with us. Volunteers can wear corporate logos!

# 2024 SPONSORSHIP LEVELS

All sponsors receive recognition in our Festival program, which is dispersed to thousands of Lake Oswego Residents before the Festival, and to Festival attendees. You will also have your logo and links to your website in email blasts, on Lakewood's website, and signage. And all sponsors receive tickets to our Patron Preview Party!



## PLATINUM PATRONS

You will be recognized extensively on our main stages and throughout Festival signage and advertising. Your support goes toward our greatest expenses, such as pavillion tents and Art in the Park.

**\$20,000 & Beyond**



## DREAM DESIGNERS

Your name will appear on large banners in one of our pavillion tents, as well as through Festival advertising. Your support helps us secure amazing musical acts or stage our Open Show exhibit.

**\$15,000**



## ARTISTIC ADVENTURERS

You'll receive recognition on our shuttle buses, as your support goes to offset the cost of the free shuttles that bring Festival attendees to the Festival all three days.

**\$10,000**

## 2024 SPONSORSHIP LEVELS

Would you like to get together with another group to combine your sponsorship into a higher level? We can do that! Contact us to talk about ways your sponsorship dollars can stretch further. Payment plans are also available.



### CREATIVE COLLABORATORS

You bring our Featured Exhibit to life! Your logo will be displayed in the Imagination Menagerie exhibit, where professional artists will recreate the drawings of young students in their own mediums.

**\$7,000**



### CULTURAL CURATORS

Look for recognition in one of our unique exhibits, such as the Dee Denton Gallery or My Happy Place, a small works show. Your funding helps us stage the shows and provide stipends for curators.

**\$5,000**



### INSPIRATION INVESTORS

Help us bring the fun to art lovers of all ages. Your sponsorship helps us create exciting activities in our Youth Tents, feed artists at receptions, and keeps our volunteers hydrated. You'll receive recognition in the area you fund.

**\$2,500**



### EXPRESSION ENTHUSIASTS

Help support the artist's accessibility. Your help goes toward reducing art call fees, booth fees, and supplies. You'll receive recognition in the area you fund.

**\$1,000**

## IN KIND

**Here is a list of things we're looking for in 2024.  
For an indepth look at our in kind needs, as well as donating  
to our Experience the City of Arts baskets, please head to  
[lakewood-center.org/lofa-inkind](http://lakewood-center.org/lofa-inkind)**

### FESTIVAL SETUP

- **40-500 t-shirts.** Various sizes, with Festival branding for crew, volunteers and Steering Committee members.
- **Zip ties** 14 inches or longer. Up to 3,000 pieces.
- **Paint** for exhibits (white or black)
- **Ladders**
- **Drills**
- **Tent lighting to help illuminate Open Show artwork**
- **20-30 outdoor extension cords,** heavy duty
- **Snacks for the crew-** up to five days of non-perishable treats for 20+ hungry interns.

**We're also looking for funding (\$6500) or a donation (100 panels) for white privacy panels for our Open Show fencing.**

### DURING THE FESTIVAL

- **100-150 cases:** bottled water
- **20-50** bags of ice
- **Snacks for volunteers-** up to three days of treats for 500 volunteers.
- **Reception food:** Cater one of our award receptions- we're looking for everything from finger foods to pizza!
- **Wine, beer or liquor** for the Patron Preview Party
- **200 each of Swag Bag Items** for the Patron Preview Party
- **Dessert** for the Youth Reception
- **2 hour demos or activities**
- **Live performances**

### ALL YEAR LONG

**Help us reward our Steering Committee, volunteers who help create year-round Festival events, by offering a discount to your business. A small percentage off of goods or services can bring you new customers while helping our volunteers feel appreciated.**

## TIMELINE

### APPLY

Submit your Application Form by **April 1st** to ensure inclusion in printed materials.

### COLLATERAL

Once your application is approved, we need your logo and links by **April 15th**.

### PAYMENT DUE

You will be invoiced once your sponsorship is approved. Please pay by **May 25th**.

### PROMOTION

You will see your logo showing up on our website and in advertising by **May 15th**.

### PATRON PARTY

Attend the Patron Party on Thursday, **June 20th!** Get a look at the art before the public.

### THE FESTIVAL

Attend the Festival **June 21-23** as a proud sponsor! Thank you for supporting the arts.

# SPONSORSHIP APPLICATION

Date: \_\_\_\_\_ Level of Sponsorship: \_\_\_\_\_

Sponsor Name (as it will appear in Festival Program & other print): \_\_\_\_\_

Bill To: \_\_\_\_\_ Business  Individual

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zipcode: \_\_\_\_\_

Phone: \_\_\_\_\_ AP Email: \_\_\_\_\_

Marketing person name and email: \_\_\_\_\_

Website: \_\_\_\_\_

Facebook: \_\_\_\_\_ Instagram: \_\_\_\_\_

Please contact me about other Lakewood Sponsorship Opportunities: Y  N

My business/employees are interested in volunteering at the Festival: Y  N

I am also interested in in-kind donations for the Festival: Y  N

I can provide discounts to Steering Committee members: Y  N

I would like to donate items for the Festival drawing: Y  N

Which Festival representative worked with you? \_\_\_\_\_



scan here to access the form online

We appreciate your interest in supporting the arts!  
**NEXT STEPS:** Apply online at [lakewood-center.org/lofa-support](http://lakewood-center.org/lofa-support) or fill out this form and mail or email it to us. Once we process your application, we will send you an invoice with payment instructions. To ensure you receive recognition in print and digital media, please turn in the completed form by April 1st and remit payment by May 25th, 2024.

Completed forms can be emailed to [festival@lakewood-center.org](mailto:festival@lakewood-center.org) or mailed to:

**Lake Oswego Festival of the Arts**  
**PO Box 385, Lake Oswego, OR 97034**

All contributions are tax deductible to the fullest extent allowed by law.

Our federal tax ID # is 93-0700108. Our parent nonprofit name is under Lakewood Theatre Company / Lakewood Center for the Arts.





THANK YOU  
FOR SUPPORTING  
THE ARTS!





**LAKE OSWEGO**  
FESTIVAL OF THE ARTS

IN LAKE OSWEGO, OREGON ~ THE CITY OF ARTS

[lakewood-center.org](http://lakewood-center.org)  
368 S. State Street  
Lake Oswego, OR, 97034