



Hatcher

ARTS FESTIVAL

Mark Coffey 2013





NATCHEZ ARTS FESTIVAL

FESTIVAL INITIATIVE

The 2nd Annual Natchez Arts Festival celebrates the Architecture, History and the Rich Culture of Natchez, Mississippi. Natchez claims one of the richest histories of any city along the Mississippi River and remains one of the most attractive tourist destinations in the South.

MISSION

The Natchez Arts Festival's mission is to showcase Natchez Mississippi as a emerging Arts Community. The Festival will nurture the local and regional Fine Arts Community and to introduce our residents and visitors to the expressive world of Art.

SUPPORT

With the enthusiastic support of the Mayors Office, Chamber of Commerce, Natchez Convention and Visitors Bureau, Alcorn University, and local Art Community the Festival is a community collaborative.

ATTENDANCE

Coming off the success of our first year, the anticipated attendance is projected to exceed 10,000 visitors, tourists and local citizens. The Festival will be free to the public.

FESTIVAL DATES AND TIMES

The Festival hours will be from 10am to 5pm Saturday and Sunday, March 28 & March 29.



ARTISTRY & AUTHENTIC DIVERSITY

The Downtown Riverfront area of Natchez unifies Natchez Downtown and Adams County residents. All of Adams County will be contributing to the success this years event. Local and regional Artists, Musicians, and Vendors are scheduled to participate. Approximately 50 local and regional Artists and vendors participated in our inaugural event last year. We are planning on showcasing approximately 125 Artists, Musicians and Vendors in 2015.

ART

The Festival provides a platform for local and regional visual artists, many of whom live in Natchez and surrounding communities. This years Festival will incorporate Pop Up Arts Galleries on Main Street and Franklin Street, featuring several major Gallery Artists, including Super Bowl Performing Artist "Frenchy".

FOOD

This years Festival will showcase a wide variety of speciality Food Vendors. Local and Regional Vendors, including Food vendors featured at the New Orleans Jazz and Heritage Festival.

MUSIC

Festival will showcase Local Musicians and Jazz Musicians from the region. We plan on setting up multiple sponsored stages for performances.



INTERACTIVE CHILDREN'S ART ZONE

The Natchez Arts Festival will feature a Interactive Children's Zone as a artistic, hands-on and playfully creative destination for all ages and will include: face painting , puppet shows, performing fine artists and much, much more!

SPONSORS

SPONSORSHIP PACKAGES AND ENTITLEMENTS

MEDIA SPONSOR

\$100,000 +

Festival organizers anticipate significant media sponsor support and shared promotional event advertising over a six week period with print, broadcast, online and radio outlets. Press release communications will begin by the end of October. Online press kits with sponsor information will be updated and available as new sponsors are acquired. Media Partner Promotion will begin by the first week in November 2014.

TITLE SPONSOR

\$50,000 +

Entitlements:

- Company name or logo paired with festival name in all uses
- Opportunity to display signage from Main Stage and festival perimeter fencing
- Acknowledgement from the Main Stage throughout the day
- Exhibit space
- Opportunity to create an interactive sponsor activity area
- Link from festival website
- VIP passes
- Inclusion in professional promotional video for online marketing

Inaugural Sponsors will have first right of refusal for future sponsorship categories.

PRESENTING

\$25,000 +

Entitlements:

- Inclusion on all PR and marketing materials
- Opportunity for significant on-site signage at entry points
- Opportunity to create an interactive sponsor activity area
- Acknowledgement from the Main Stage
- Exhibit space
- Link from festival website
- VIP Passes

Sponsorship may be combination of cash and in-kind support

Inaugural Sponsors will have first right of refusal for future sponsorship categories.

SPONSORSHIP

MAJOR

\$15,000 +

Entitlements:

- Name or logo on all print and online promotions
- Opportunity to display signage on site and within company activity area
- Acknowledgement from the Main Stage
- Exhibit space
- Link from festival website
- VIP Passes

BASIC

\$5,000 +

Entitlements:

- Name or logo on all print and online promotions
- Opportunity to display signage within tent
- Exhibit space
- Link from festival website
- VIP Passes

VENDOR

\$1,000 +

Entitlements:

- Exhibit space
- Opportunity to display signage within tent
- Link from festival website

Sponsorship may be combination of cash and in-kind support

**SPONSORSHIP
PACKAGES**



WHY SPONSOR?

Sponsor the emerging Arts community in Natchez Mississippi and support the revitalization of Natchez Downtown. This Festival is modeled after very successful Arts Festivals in other communities. The economic impact of bringing 10,000 or more visitors to Natchez for a three day weekend is significant. Showcasing the beautiful town of Natchez Mississippi to visitors, as a wonderful place to work and live, with Sponsor's support, is integral to our success.

Join us for a two-day event and help make what is possible in Natchez visible.

For more information on available sponsorship packages contact:

The Natchez Arts Festival, attention: Michael Laughlin
P.O. Box 1481; Natchez, MS 39120
phone: (601) 660-5965
email: natchez2014@gmail.com

PARTICIPATION

The Natchez Festival of Music, Natchez Little Theater, Natchez Humane Society, and Natchez Pilgrimage will all be participating at this years event.

ENGAGE
OPPORTUNITY

MISSISSIPPI RIVER

[FESTIVAL GROUNDS]

N BROADWAY ST

HIGH ST

JEFFERSON ST

FRANKLIN ST

N CANAL ST

MAIN ST

STATE ST



N PEARL ST

N COMMERCE ST



N UNION ST

N RANKIN ST

N DR ML KING JR ST

LOCUST ST



art | music | food | culture

march 28 & 29, 2015



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