

arts & Drafts

SUMMER MUSIC & ARTS FESTIVAL

The premier cultural event in Baltimore County,
featuring curated artists, music performers,
sponsors, and much more!



Presented by



Hosted by



Arts & Drafts Festival
Saturday, June 22 – Sunday, June 23, 2024
Guinness Open Gate Brewery
5001 Washington Blvd, Halethorpe, MD 21227

Be a part of the excitement and support the local arts and music community by participating in the fourth annual Arts & Drafts Summer Music & Arts Festival on Saturday, June 22 through Sunday, June 23. By supporting this unique cultural event, produced by the Baltimore County Arts Guild, you or your company can contribute to BCAG's mission of supporting artists and the artist communities in our region.

7,000+ Festival goers are expected at this year's event. This is an exclusive opportunity to reach consumers with high purchasing power from Baltimore County and the entire DC region. Festival goers attend to purchase artists' products, engage with sponsors to learn about their companies, listen to music, enjoy beverages and food from Guinness, and participate in the many activities planned by BCAG, Guinness Open Gate Brewery, and our Sponsors.



The marketing power of Guinness Open Gate Brewery and Baltimore County Arts Guild will reach thousands of consumers several months before the Festival, and the new and enhanced Arts & Drafts Festival website with an Online Marketplace will showcase sponsors and artists before, during, and for many months after the Festival.

There are limited sponsor booths and onsite activation opportunities available this year, providing an exclusive opportunity for companies to engage with Festival goers. Companies and individuals can also support the Baltimore County Arts Guild and their mission by becoming an Advocate of the Arts or Friends of the Arts Sponsor.

Your contribution as a booth sponsor or sustainment sponsor will associate your brand with the mission of the Baltimore County Arts Guild and help communities thrive through the transformative power of art and music. All proceeds from the Festival go directly to support the Baltimore County

Arts Guild's artists programs to ensure they are accessible to everyone in the Baltimore County community and throughout the region – during the Festival and throughout the year!

There are many reasons why your company should participate in the Arts & Drafts Festival this year – here are some of the many benefits:

1. Meet face-to-face with thousands of Festival goers who are there to buy art and other products for their home, office, family, and friends.
2. New opportunities to participate with or without a booth to achieve your marketing and sales objectives.
3. Enhanced value offered in each sponsor opportunity to build awareness, generate traffic at your booth with offers and promotions, and connect with consumers before, during, and after the Festival.



4. Ample hours to connect with thousands of consumers, including Saturday from 11:00am to 7:00pm and Sunday from 11:00am to 5:00pm.
5. A new Arts & Drafts Festival Website with an Online Marketplace so Sponsors can showcase their company, products or services, and Festival special offers or promotions before the event, during the Festival, and for several months after.
6. Expanded marketing reach and impressions for the Festival, with marketing executed by Baltimore County Arts Guild and Guinness Open Gate Brewery to reach thousands of consumers and attract them to the Festival.

Sponsor Opportunities with Booth: There are several options to choose from to achieve your company’s sales, marketing, and corporate social responsibility goals. NOTE: Category and custom sponsorships are available – contact show management to customize an opportunity that meets your needs.

Sponsor Benefits	Presenting Partner	Patron of the Arts	Champion of the Arts	Community Partner
Fee (\$)	\$5,000	\$3,500	\$2,000	\$1,000
Number Available	8	6	6	4
Booth	10 x 10 space in premium booth location in the main artists area on aisle end cap	10 x 10 in premium booth location in the main artists area	10 x 10 in booth location across from the main artists area	Tabletop inside in brewery
Booth Furnishings	6 ft table and 2 chairs	6 ft table and 2 chairs	6 ft table and 2 chairs	8 ft table and 2 chairs
BCAG Activity Tent	Opportunity to present an art or fun activity during premium hours (1 hour)	Opportunity to present an art or fun activity (1 hour)		
Website – Arts & Drafts Festival website	Presenting level logo on homepage with link to company’s website	Patron level logo on homepage with link to company’s website	Champion level logo on homepage with link to company’s website	Community level logo on homepage with link to company’s website
Social Media – Arts & Drafts Festival accounts	Exclusive social media posts (2) with logo, booth #, and company description; Company name mention on sponsor posts	Exclusive social media post (1) with logo, booth #, and company description; Company name mention on sponsor posts	Company name mention on sponsor posts	Company name mention on sponsor posts
Marketing – multiple channels and thousands of impressions promoting the Festival executed by BCAG	Presenting level logo on marketing campaigns to promote the Festival	Patron level logo on marketing campaigns to promote the Festival	Champion level logo on marketing campaigns to promote the Festival	Community level logo on marketing campaigns to promote the Festival
Signage at Festival	Presenting level logo on Festival signage at performers main stage and artists area	Patron of the Arts level logo on Festival signage at performers main stage and artists area	Champion level logo on Festival signage at performers main stage and artists area	Community level logo on Festival signage at performers main stage and artists area
Online Marketplace – access on the Arts & Drafts Festival website before, during, and six months after the event	Premium listing with company description, videos, PDFs, press release, unlimited product categories, and one exclusive category	Premium listing with company description, videos, PDFs, and press release, unlimited product categories	Standard listing with company description and up to five product categories	Standard listing with company description and up to five product categories
Main Performance Stage	Introduce your company for 1 – 2 minutes and a musical performer on the main stage			

Sustaining Sponsorships (no booth): Cost-effective opportunities to show your support for the Festival, including an onsite activation to present your company in an interactive way and enhanced branding opportunities.

Sponsor Benefits	Supporter of the Arts	Advocate of the Arts	Friends of the Arts
Fee	\$900	\$500	\$250
Number Available	8	Unlimited	Unlimited
Booth not included	No booth	No booth	No booth
Activity Tent – Activities for the entire family throughout both days of the Festival	Opportunity to present an art or fun activity (1 hour)		
Website – Arts & Drafts Festival website	Presenting level logo on homepage with link to company's website Logo on Festival schedule on the website.	Company name on homepage	Company or individual name on homepage
Social Media – Arts & Drafts Festival accounts	Post promoting your activity with your company name Company name mention on sponsor posts	Company name mention on sponsor posts	Company or individual name mention on sponsor posts
Marketing – multiple channels and thousands of impressions promoting the Festival executed by BCAG	Supporter level logo on marketing campaigns to promote the Festival	Advocate level logo on email campaigns to promote the Festival	Friends level logo or name on email campaigns to promote the Festival
Signage at Festival	Supporter level logo on Festival signage at performers main stage and artists area Logo on the Activity Tent schedule signage	Advocate level logo on signage at artists area	Friends level logo / name on signage at artists area
Online Marketplace – access on the Arts & Drafts Festival website before, during, and six months after the event	Standard listing with company description and up to five product categories	No listing	No listing

Companies and individuals can select their sponsor level and booth location online. Once contracted, you will be provided a login to complete your company's profile for the Online Marketplace, including links to your website and social media accounts, information on your company, and any promotions, specials, and activities your company will offer during the event, so consumers can learn more about your company ahead of time and visit your booth at the Festival!

There are limited Sponsor opportunities, so secure your level and booth today to take advantage of all the pre-Festival marketing!

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Secure your Sponsor level and booth location before sponsorships are sold out!

Contact Susan Mastandrea, Account Executive, Event Performance Group
Email: Susan@eventperformancegroup.com; Mobile: 727-480-0544

About the Baltimore County Arts Guild (BCAG)

Established in 2012, the **Baltimore County Arts Guild (BCAG)** is a registered 501(c)3 nonprofit organization based in Arbutus, MD, which is dedicated to fostering all aspects of the arts to the citizens of Baltimore County. From its inception, The Guild has actively supported local artists by providing affordable studio space in a collaborative and nurturing environment, and by promoting the work of artists through a rotating schedule of Gallery 1101 exhibits, Art on Tour public art installations, and other programs.

The Guild inspires and supports emerging artists of all ages through classes, exhibits, and special events county-wide. The Guild maintains gallery and affordable artist studio space in Arbutus, a performing and visual arts center in Catonsville, and produces arts events throughout Baltimore County, including the Arts & Drafts Summer Music & Arts Festival. Find out more about BCAG at www.bcartsguild.org



About Event Performance Group (EPG)

EPG, a woman-owned small business, is the event management firm for the Arts & Drafts Festival. EPG has in-depth experience producing events of all types and sizes and enhancing the value delivered to all participants. Visit our website at www.eventperformancegroup.com

