



2024 Arts Walk Sponsorship Opportunities

April 26 & 27 and October 4 & 5

artwalkoly.com



The Opportunity

Thank you for considering a partnership with us as a sponsor of Arts Walk in 2024. Each spring and fall, thousands gather in downtown Olympia for this beloved community event, presented by City of Olympia Parks, Arts & Recreation. We invite you to join us in making a positive regional impact by supporting an arts experience that uses creativity to connect and engage people throughout the region.

2024 marks thirty-four years of this impactful tradition in Olympia, made possible through the generosity of individuals and businesses that are committed to community engagement through the arts. This award-winning arts festival is unique to our region and promotes economic development and innovation in the visual and performing arts. Olympia and our neighboring communities enjoy a strong creative economy, and Arts Walk is an iconic celebration of that creative spirit. As a sponsor partner, you have the opportunity to support experiences that celebrate the arts and encourage meaningful connection with our greater community.

Your Partnership

- Supports the work of hundreds of local artists and small businesses.
- Provides broad recognition for your commitment to fun and affordable family activities.
- Offers brand exposure to our larger community, key decision makers and civic leaders.
- Gives you the opportunity to help us bring value added amenities to *Arts Walk*, such as expanded family-friendly street activities, and increased programming.
- Supports strategic growth and expansion opportunities for Arts Walk and the local creative economy.

Next Steps

To be included in sponsor promotions for the Spring and Fall events in 2024, please review the attached Sponsorship Levels and complete and [fill out the online agreement here](#). In order to guarantee your inclusion in print materials for the Spring event, **the priority deadline to submit your agreement is February 23, 2024.**

For applications received after this date, we are able honor sponsor benefits and recognition on a prorated basis as capacity allows. As all sponsor levels include venue registration for downtown businesses as a benefit, please see the additional details on the following page regarding this final step.





2024 Arts Walk Sponsorship Levels

Sponsorship Packages	Arts Presenter \$5,000	Arts Promoter \$3,500	Arts Advocate \$2,000	Arts Supporter \$1,000
Sponsor-Hosted Activity/Promo Tent Space in Downtown Core Activity Area	●			
Priority Recognition in Web & Print	●			
City-Coordinated Activity Featuring Sponsor Banner	●			
Recognition on Event Wayfinding Banner	●	●		
Named as Sponsor Email Blast & PSA	●	●		
Social Media Sponsor Recognition	●	●		
Recognition on Arts Walk Printed Map	Logo	Logo	Logo	Logo
Recognition on Arts Walk Home Page	Tier 1 Logo	Tier 2 Logo	Tier 3 Logo	Tier 4 Logo
Venue Registration for Event Included*	●	●	●	●
Commemorative Event Poster	Autographed & Framed	Autographed	●	●
Sponsor Webpage Recognition	Tier 1 Logo	Tier 2 Logo	Tier 3 Logo	Tier 4 Logo

All benefits subject to change.

*Venue Registration benefit is available to businesses located within the City of Olympia. For questions on whether your business qualifies, please contact sjohnson@ci.olympia.wa.us. Once we receive your Sponsorship Agreement, we will provide you with a link to complete your venue registration.

Venue registrations are due by January 31 for Spring 2024, if you plan to register as a downtown location, please allow for sufficient time for to process your Sponsorship Agreement in advance of the registration deadline.