


2024 Fine Art Fair Prospectus



PEORIA
ART
GUILD



	DIAMOND \$25,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000	COPPER \$500	FRIEND \$200
Naming Rights*	Main Entrance	Kids Art Festival	Community Mural or Wine Tent				
Paid Digital Ad Featuring your Logo	Yes	Yes	Yes	Yes	Yes	Yes	Mention
Logo PAG Web Page	Yes	Yes	Yes	Yes	Yes	Yes	Mention
Logo on FAF t-shirts	Yes	Yes	Yes	Yes	Yes	Yes	Mention
Logo on advertising poster	Yes	Yes	Yes	Yes	Yes	Yes	
Logo displayed at the Fair	Yes	Yes	Yes	Yes	Yes	Yes	
Free FAF passes	40	20	16	12	8	4	2
Signed/Framed FAF poster	Yes	Yes	Yes	Yes			
Free entry to the Saturday artist awards party	10	8	4	2	2	1	
Beer/Wine Tickets for Saturday Night Award Party	20	16	8	4	4	2	

* Naming rights are awarded to cash sponsors on a deposit date basis. If the area has already been chosen by another cash sponsor, you may choose another fair area from those remaining. Additional sponsor benefits may be added at a later date.

Diamond Sponsor

\$25,000+ - Cash Only

- Naming Rights to the Fine Art Fair Main Entrance
- Paid social media recognition
- Most prominent logo placement on promotional materials
- Fine Art Fair framed poster (signed by the featured artist). Posters will be delivered several weeks after the Fair concludes.
- Logo included on Peoria Art Guild website in the Fine Art Fair Sponsorship section
- Logo included on Fine Art Fair advertising poster displayed in local businesses
- Logo on Fine Art Fair t-shirts
- Complimentary Fine Art Fair passes (40)
- VIP Lanyards (10) which allows:
 - Entry into Saturday Night Artist Awards Party (10).
 - Two drinks per person (20 tickets)
- Year-long invitation to Peoria Art Guild events

Platinum Sponsor

\$10,000 - \$24,999 - Cash or equivalent in-kind donation

- Naming Rights to the Kids Art Festival
- Paid social media recognition
- Most prominent logo placement on promotional materials
- Fine Art Fair framed poster (signed by the featured artist). Posters will be delivered several weeks after the Fair concludes.
- Logo included on Peoria Art Guild website in the Fine Art Fair Sponsorship section
- Logo included on Fine Art Fair advertising poster displayed in local businesses
- Logo on Fine Art Fair t-shirts
- Complimentary Fine Art Fair passes (20)
- VIP Lanyards (8) which allows:
Entry into Saturday Night Artist Awards Party (8).
Two drinks per person (16 tickets)
- Year-long invitation to Peoria Art Guild events

Gold Sponsor

\$5,000 - \$9,999 - Cash or equivalent in-kind donation

- Naming Rights to the Community Mural or Wine Tent
- Paid social media recognition
- Most prominent logo placement on promotional materials
- Fine Art Fair framed poster (signed by the featured artist). Posters will be delivered several weeks after the Fair concludes.
- Logo included on Peoria Art Guild website in the Fine Art Fair Sponsorship section
- Logo included on Fine Art Fair advertising poster displayed in local businesses
- Logo on Fine Art Fair t-shirts
- Complimentary Fine Art Fair passes (16)
- VIP Lanyards (4) which allows:
 - Entry into Saturday Night Artist Awards Party (4).
 - Two drinks per person (8 tickets)
- Year-long invitation to Peoria Art Guild events

Silver Sponsor

\$2,500 - \$4,999 - Cash or equivalent in-kind donation

- Paid social media recognition
- Logo placement on promotional materials
- Fine Art Fair framed poster (signed by the featured artist). Posters will be delivered several weeks after the Fair concludes.
- Logo included on Peoria Art Guild website in the Fine Art Fair Sponsorship section
- Logo included on Fine Art Fair advertising poster displayed in local businesses
- Logo on Fine Art Fair t-shirts
- Complimentary Fine Art Fair passes (12)
- VIP Lanyards (2) which allows:
Entry into Saturday Night Artist Awards Party (2).
Two drinks per person (4 tickets)
- Year-long invitation to Peoria Art Guild events

Bronze Sponsor

\$1,000 - \$2,499 - Cash or equivalent in-kind donation

- Paid social media recognition
- Logo placement on promotional materials
- Logo included on Peoria Art Guild website in the Fine Art Fair Sponsorship section
- Logo included on Fine Art Fair advertising poster displayed in local businesses
- Logo on Fine Art Fair t-shirts
- Complimentary Fine Art Fair passes (8)
- VIP Lanyards (2) which allows:
Entry into Saturday Night Artist Awards Party (2).
Two drinks per person (4 tickets)
- Year-long invitation to Peoria Art Guild events

Copper Sponsor

\$500 - \$999 - Cash or equivalent in-kind donation

- Logo placement on promotional materials
- Logo included on Peoria Art Guild website in the Fine Art Fair Sponsorship section
- Logo included on Fine Art Fair advertising poster displayed in local businesses
- Logo on Fine Art Fair t-shirts
- Logo in Fine Art Fair program
- Complimentary Fine Art Fair passes (4)
- VIP Lanyards (1) which allows:
Entry into Saturday Night Artist Awards Party (1).
Two drinks per person (2 tickets)
- Year-long invitation to Peoria Art Guild events

Friend Sponsor

\$200 - \$499 - Cash or equivalent in-kind donation

- Named on promotional materials
- Name included on Peoria Art Guild website in the Fine Art Fair Sponsorship section
- Logo included on Fine Art Fair advertising poster displayed in local businesses
- Complimentary Fine Art Fair passes (2)
- Year-long invitation to Peoria Art Guild events

2023 Economic Impact

The economic impact to Peoria from The Fine Art Fair was estimated at \$324,553 in 2023. This number is determined by adding all expenses and revenue at the fair as well as the number of hotel stays, anticipated restaurant impact and tourism data. We work closely with The Peoria Area Convention and Visitors Bureau to calculate these numbers.

We Spend Locally

The Peoria Fine Art fair organizers make a conscious effort to exclusively support local vendors, restaurants, hotels, musicians, and businesses. Total expenses for the Fine Art Fair exceeded \$100,000 in 2023, most going back into the community.

Annual attendance: approximately 8,500

40% of our visitors travel over 25 miles to the fair

Estimated overnight stays in Peoria: 1,250

Average meal purchases over the weekend: \$52,875

Average shopping purchases for the weekend: \$41,791

Average recreation purchases over the weekend: \$34,015

Local estimated taxes generated \$25,095



Fast Facts

62nd Annual Peoria Art Guild Fine Art Fair

- Hosted by the Peoria Art Guild in collaboration with the Peoria Park District
- September 28-29, 2024, ~ 200 NE Water Street, Peoria II

The Peoria Art Guild Fine Art Fair will celebrate its 62nd year of bringing 130 artists from all over the country to exhibit on Peoria's scenic riverfront the last weekend in September. The Fine Art Fair is the largest community event in central Illinois that showcases quality art, music, food and hands-on art activities for kids and adults.

- Peoria Art Guild Fine Art Fair rates in top 200 in the nation as ranked by Sunshine Artist Magazine.
- One of the oldest art fairs in the country
- Juried art fair: 130 artists selected from hundreds of applications
- Approximately 8,500 attendees
- Kids Art Festival
- Community Mural
- Live musical performances including Jazz day with Central Illinois Jazz Society.
- Wine tent with local wineries
- Preferred local vendors
- 200+ friendly volunteers

Fine Art Fair Marketing

- Our Fair Director, Shannon Cox has extensive experience in local and regional marketing including TV, radio, print & social media.
- Media partners include WMBD/WEEK/WYZZ/HYFN Media, WCBU, Midwest 360, and Adams Outdoor.



Artist Comments



“Peoria has the best volunteers in the country!”

“We do a lot of art fairs and Peoria is one of the best! Keep up the outstanding work you do for your community and the artists.”

“Can’t thank you enough for all the hard work you do for the artists. Love Peoria!”

“What a pleasure to be a part of this well organized and friendly fair.”

Great location, friendly people and above average sales. I’m a happy Artist!”

“I feel you folks get more skilled at this every year. Loved the energy of the opening drum group. That Bradley Jazz Band was just excellent! “

“The best most organized Art Fair I’ve ever been involved with. Top notch volunteers!! I loved all the activities throughout the event. Marching band, murals, ballet...such a great addition! I loved being able to pull into my space to unload and load up. That’s a huge plus as an artist. I hope to see you next year. “

Fine Art Fair Sponsor Request

Name of Business:

Contact Person:

Address:

Email Address:

Phone Number:

YES, I would like to sponsor the Fair!

- Diamond Level (\$25,000)
- Platinum Level (\$10,000)
- Gold Level (\$5,000)
- Silver Level (\$2,500)
- Bronze Level (\$1,000)
- Copper Level (\$500)
- Friend of the Fair (\$200)

I would like to have naming rights for an area of the Fair.

- Main Entrance (Diamond Level)
- Kids Art Festival (Platinum Level)
- Community Mural (Gold Level)
- Wine Tent Sponsor (Gold Level)

Please return this page to:

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The Peoria Art Guild is a 501c(3) tax-exempt non-profit organization, and your gift may be considered a charitable contribution for federal income tax purposes.

