



presented by

ORNL FEDERAL



CREDIT UNION

LARGE EVENT SPONSORSHIP OPPORTUNITIES

Connect your brand with events this community loves

Contact us today and become part of the family of brands that help make Knoxville a great place to *live, work, and play*. Scan the QR Code to fill out an interest form online or email Sherry Jenkins at sjenkins@dogwoodarts.com for more information.



Scan Me

Marketing & Media: All major media outlets sponsor Dogwood Arts with great coverage of our major events valued at more than **~\$700,000 annually**. Dogwood Arts has over **50,000 followers** on social media and an email listserv of 21,000 with a 35% open rate.

2024 Large Event Corporate Sponsorships range from \$250 - \$10,000

CHALK WALK

Event Date: Saturday, April 6

Location: Downtown Knoxville/Market Square

Estimated Attendance: 25,000-30,000

**Square Sponsorship starting at \$250*

**Corporate Sponsorship starting at \$3,000*

DOGWOOD ARTS FESTIVAL

Event Date: April 26-28, 2024

Location: World's Fair Park

Estimated Attendance: 15,000 - 20,000

**Corporate Sponsorship starting at \$3,000*

SOUTHERN SKIES MUSIC FESTIVAL

Event Date: May 11, 2024

Location: World's Fair Park

Estimated Attendance: 8,000 - 10,000

**Corporate Sponsorship starting at \$3,500*

Since 1955, **Dogwood Arts** has made a difference in our community with arts advocacy, environmental stewardship, and economic impact. With the financial support of corporate sponsors, grant funding, local government investment, and private donors, we produce 20 year-round events and programs that help make Knoxville a great place to *live, work, and play*.