



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 year-round events and programs that help make Knoxville a great place to live, work, and visit.

We are pleased to offer the following **event sponsorship opportunities for the 2027 season**

NOTE: Sponsorship availability is limited; returning sponsors will have first right of refusal then new sponsorships will be honored in order confirmed.

DOGWOOD ARTS HOUSE & GARDEN SHOW (our biggest annual fundraiser!)

Event Dates: Friday through Sunday - February 5-7, 2027

Location: Knoxville Convention Center; **Estimated Attendance = 6,000-8,000**

☐ **GOLD SPONSOR = \$5,000**

- All items included in the SILVER LEVEL SPONSOR category below **PLUS**
- Logo on select TV spots (aired on WATE, WVLT, and Comcast Spotlight): Exact number TBD but usually ~150 spots
- Exhibitor space/on-site activation - additional 10x10 for a total of 10x20 (includes corner)
- Sponsorship recognition via announcements

☐ **SILVER SPONSOR = \$3,500**

- Category exclusivity at the sponsor level
 - Company logo or name on show signage in multiple locations throughout the convention center including entrances and exits
 - Exhibitor space/onsite activation space at the show (10x10 corner space included - additional space available for discounted rate based on specific needs)
 - Company name/logo on rolling "Thank You" screen graphics on the main stage between presentations
 - Opportunity to provide corporate videos with content relevant to show audience to run between live presentations
 - Opportunity to participate in media interviews in advance of or at the show (time and date TBD)
 - Sponsor recognition on Dogwood Arts website (Online Exhibitor Directory) & Show Program (~8,000 copies)
 - Social media recognition posts before and after House & Garden Show (5 total posts)
 - Opportunity to provide company literature or giveaway in attendees show bags
 - 40 complimentary show tickets (Value = \$400)
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CHALKWALK

Event Date: Saturday, April 10, 2027 (rain date April 11)

Location: Market Square & Market Street; **Estimated Attendance = 20,000-25,000**

☐ **GOLD SPONSORSHIP = \$2,500**

- On-site activation space at the event (10x10ft - negotiable based on specific setup needs)
- Company logo/name on event sponsor signage
- Company logo on sponsor vinyl on a select artist square (determined by Dogwood Arts staff)
- Social media recognition post on Dogwood Arts Social Media Channels
- Sponsor recognition on DogwoodArts.com

CHALKWALK (continued)

☐ ARTIST T-SHIRT SPONSOR = \$1,500

- Company logo on back of artist t-shirts (approx 150 - most visible spot during event)
- Company logo/name on event sponsor signage

☐ INDIVIDUAL SQUARE SPONSORSHIP = \$500

- Company name on vinyl sign installed on the sidewalk adjacent to selected artworks chosen by Dogwood staff as the most compelling work of the event (these are frequently photographed and shared extensively on social media)

DOGWOOD ARTS FESTIVAL

Event Dates: Friday through Sunday, April 23-25, 2027

Location: World's Fair Park; **Estimated Attendance = 12,000-15,000**

☐ GOLD SPONSORSHIP = \$3,500

- On-site activation space at the event (10x10ft - negotiable based on specific setup needs)
- Company logo/name on event sponsor signage & opportunity to hang a sponsor-provided banner on Performance Lawn fence
- Sponsor recognition on Dogwood Arts.com and on show guide distributed at event

KNOXWALLS MURALS & MUSIC FEST

Event Date: Saturday, May 22, 2027

Location: Emory Place Street Party; **Estimated Attendance = 4,000 - 5,000**

☐ GOLD SPONSORSHIP (only 5 available)= \$ 5,000

- Company logo on event signage spread throughout the footprint
- On-site activation space at the event (actual space is determined by type of engagement and preferred placement available on the footprint)
- Sponsor recognition on [Dogwoodarts.com](https://dogwoodarts.com)
- Category exclusivity at this sponsor level
- First right of refusal for 2028 event
- Includes invitation for (2) to the annual Dogwood Season Opening Luncheon at Crowne Plaza

☐ SILVER SPONSORSHIP (only 5 available)= \$ 2,500

- Company logo on event signage spread throughout the footprint
- 10x10 On-site activation space at the event
- Sponsor recognition with logo and link to our site on [Dogwoodarts.com](https://dogwoodarts.com)
- Category exclusivity at this sponsor level
- First right of refusal for 2028 event

☐ INDIVIDUAL MURAL SPONSOR = \$ 1,000

- Company logo on signage adjacent to the mural wall
- Social media shout out when we share the finished wall you sponsored
- Company name listed on Dogwoodarts.com

GENERAL INFO: MEDIA PLACEMENTS & MARKETING

- All major media outlets sponsor Dogwood Arts with great coverage of our major events valued at more than ~\$260,000
- Social media & email share opportunities - current reach (Facebook, Twitter, MailChimp, Instagram) = 54,000+ fans and growing; 24,000 email subscribers
- 4 million social media impressions annually

➤➤➤➤➤➤➤ **Total Sponsorship Commitment for this agreement = \$**

Please check the box or boxes above that relate to the items of your choice and write in the total amount of sponsorship in the space above. Please confirm as quickly as possible to reserve your sponsorship (we have a limited number available) and to ensure we meet all print deadlines and promotion opportunities.

Company Name

Authorized Representative (Please Print)

Authorized Representative Signature

Date

Sherry Jenkins, Dogwood Arts

Date

Email invoice to: _____ ☐ Not necessary