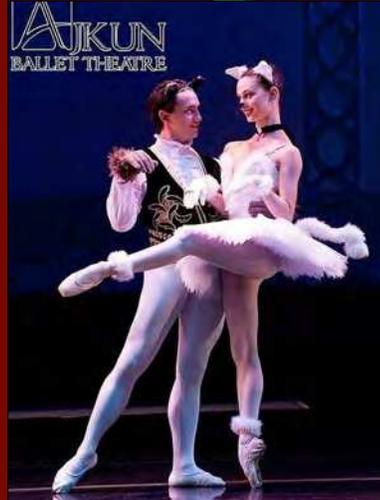


ArtsFest 2019



Celebrate the Arts

Kick Off Friday, October 4th
Events Saturday, October 5th
through Sunday, October 6th

ARTSFEST 2019

Annual weekend festival celebrates the arts

On October 4th, 5th and 6th New Rochelle and Pelham will be alive with art exhibits, live music, great food, films and exciting performances. Among the highlights will be a Friday night gallery hop with free beer tastings, the return of the free Culture Trolley, artist's open studios, a classic car show, plus activities taking place in public and private cultural institutions throughout the two towns. Highlights include an Artisan Craft Market, a performance by Ajkun Ballet, live music and a spoken word event with READ650.



A weekend of fabulous free

- ◆ Art Exhibits
- ◆ Tours of Artists' Studios
- ◆ Live Music
- ◆ Dance Performances
- ◆ Films
- ◆ Family-friendly activities
- ◆ Classic Cars
- ◆ Arts Walks



One of the SAM murals in Mamaroneck

Special this year: ArtsFest will introduce ten spectacular murals created by Street Art for Mankind's international group of prominent street artists. Choose a self-guided walking tour using a downloadable app or take the free "Culture Trolley" to discover New Rochelle's Historic Murals, celebrating the stories that connect us all.



ArtsFest, organized by the New Rochelle Council on the Arts, was designed to highlight the variety of arts — and arts venues — right here in New Rochelle and Pelham.

ArtsFest gives both visitors and residents alike a window into the richness of our arts community, and serves as a catalyst for economic activity. The mission of NRCA (founded in 1975) is to encourage the study and presentation of the performing and fine arts, and over the years NRCA has sponsored art exhibitions, theatrical productions, dance recitals, film screenings, lectures, spoken word events and concert series.

PARTICIPATING ARTISTS
and ART VENUES INCLUDE

- ◆ Street Art for Mankind's
Historic Murals Project
- ◆ New Rochelle's Pop-Up
Libraries
- ◆ BID Grand Market
- ◆ New Rochelle Public Library
- ◆ Huguenot Children's Library
- ◆ Charles Fazzino Studio
- ◆ Ajkun Ballet
- ◆ Lord and Andra Gallery
- ◆ Pelham Art Center
- ◆ READ650 Spoken Word Event
- ◆ Hudson Park Children's
Greenhouse
- ◆ Fred Spinowitz Studio
- ◆ Rotunda Gallery
- ◆ Thomas Paine Cottage
- High Brook Studios
- ◆ ArtsWestchester Arts Mobile
- ◆ Marie Hines Cowan Studio
- ◆ Patricia Sutherland Studio
- ◆ Atelier Crashcup Studio
- ◆ Museum of Arts & Culture at
NR High School
- ◆ Arts in Oktoberfest Gallery
Hop/Beer Tasting
- ◆ Expanded Artisan Craft Market



BE PART OF ARTSFEST

Sponsorship Opportunities:

\$15,000: Name Sponsor: Name/logo will appear over the ArtsFest title on **all street banners and printed materials** as well as on signage at each venue and in all press materials, including the official ArtsFest calendar mailed to 35,000 homes. Name Sponsor will be **featured** at the main Information Table.

\$10,000 Lead Sponsor: Name/logo will appear on **all street banners and printed materials** as well as on signage at each venue and in all press materials, including the official ArtsFest calendar mailed to 35,000 homes. Lead Sponsor will be **featured** at the main Information Table.



\$7,500: Trolley Sponsor: Name/logo will appear on banners **on the trolley** and on all printed materials including the official ArtsFest calendar mailed directly to 35,000 homes. Trolley Sponsors' promotional materials will be featured on the trolleys.

\$2,500: Community Partner Sponsor: Name will appear on press materials and **name and logo will appear on the official ArtsFest calendar** mailed to 35,000 homes. Community Sponsors can distribute promotional materials at the main Information Table and will also receive a one-year Business level membership in NRCA with link to your business website.

\$1,000 : ArtsFest Supporter: Name will appear on complete business listing on official calendar mailed to 35,000 homes and on the list of sponsors for ArtsFest. Promotional materials may be distributed at Information Table.

\$500: Friend: Name will appear on sponsor list on line.

\$250: Business Sponsor: Name will appear on complete business listing on line. Includes one-year Business membership.

DEADLINE: To appear in print media all sponsors' payments must be received by August 30th, 2019.

Checks should be made payable to NRCA. The New Rochelle Council on the Arts is a 501(c)(3) tax-exempt charitable organization (EIN # 13-2885299)

ArtsFest Marketing

- ◆ Print Materials: 50,000 four color brochures (featuring map detailing each venue) mailed to private homes in and around New Rochelle and Pelham and distributed through schools, libraries and at participating venues
- ◆ Marketing partnership with Charles Fazzino's Museum Editions Ltd. as well as Street Art for Mankind and NRHS Alumni
- ◆ Editorial mentions and ads in Westchester Magazine and local newspapers
- ◆ Banner ads on local e-news platforms and through NRCA's social media
- ◆ Flyers and posters distributed throughout New Rochelle and Pelham
- ◆ Electronic signage at the New Rochelle train station (Metro North) and at strategic locations along North Avenue
- ◆ Signage at each venue
- ◆ Broadcast advertising on local TV and radio
- ◆ NRCA will partner with participating restaurants and venues to create special offers and events that increase public awareness



New Rochelle Council on the Arts

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www.newrochellearts.org

Call (914) 654-8356 or email info@newrochellearts.org for more information



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