

ART ON THE AVENUE

A Multicultural Arts & Music Festival

P.O. Box 2826 Alexandria, Virginia 22301

artonthavenue@gmail.com

Dear Friend,

Hard to believe, but this year will be the 24th Annual Art on the Avenue. This spectacular event will take place on Saturday, October 5, 2019. Between 50,000-75,000 people will be visiting Del Ray and Mt. Vernon Avenue will become alive with over 300 vendors, family-friendly activities, delicious local food and five stages of lively music from local musicians. Sponsored by citizens and businesses, Art on the Avenue is one of the most highly anticipated events in the Washington area. In fact – Virginia Living Magazine readers voted Art on the Avenue as one of the Best in Virginia for 2018. Art on the Avenue has won this award for the past four years.

We want to count you in making the 24th Annual Art on the Avenue the best ever. Art on the Avenue is only possible because of the generous support of businesses such as yours and the support of the Del Ray community. All funds raised go directly to cover the costs of the event production which includes permits, street closure, policing, signage, advertising, equipment rental, printing and marketing and other essential elements.

We are hoping that those of you that are past supporters will choose once again to participate. And if you haven't sponsored before, we hope you will choose to be part of this great tradition by selecting one of the many sponsorship opportunities listed on the attached sheet. ALL sponsors will be included in the program handout which is distributed to guests on the day of the event as well as on the Art on the Avenue web site. Deadline to get in the program is September 20th.

If you would like to design your own contribution package, please call Pat Miller at 703-258-4516. We will be sure to work with you and ensure that your business gets the best exposure among the over 50,000+ visitors we expect to attend.

We look forward to celebrating another successful Art on the Avenue with you on October 5!

Sincerely,

Gayle Reuter, Chair
Art on the Avenue Fund Raising Committee



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Yes, I'd like to support Art on the Avenue. Here's how I'd like help (in each case below, your name will be printed in the new program handout and will be added to our web site):

_____ **\$2,500 The Gold Ring (4)** Sponsorship of the Main Stage – Hang your banner over the main stage and at center of the action.

_____ **\$2,250 The Silver Ring (3)** Sponsorship of the Twin Stage – Hang your banner over the twin stage located next to main stage.

_____ **\$1,500 Tote Bag sponsor (SOLD OUT)** Your logo will be prominently displayed on the 2016 Art on the Avenue shopping totes, which will be provided to 1,000 participants.

_____ **\$1,750 Chef's Best (SOLD OUT)**-Sponsor the pie baking contest – have a prize named in your honor and your banner up during the judging & selling.

_____ **\$1,500 Demonstration Field (1)** Sponsor and hang your banner at one of the most sought after locations – the area where all the free demonstrations are held.

_____ **\$1,000 Col Gabriel Concert Band Stage (2)** Sponsorship of the concert stage – Hang your banner at the concert stage with great performers that always bring great crowds.

_____ **\$750 Americana Stage (2)** Sponsorship of the Americana stage, where local bands perform. – Hang your banner at the Americana stage.

_____ **\$500 Acoustic Stage (2)** Sponsorship of the Acoustic stage – Hang your banner at the Acoustic stage.

_____ **\$500 *NEW* Trolley Sponsorship (4)** Hang your banner on 1 of the two trolleys that will traveling all day between Braddock Road Metro and Art on Avenue for full visibility.

_____ **\$250 It's a Small World Sponsorship (10)** Sponsoring a children's activity – includes an individual sign at one of our kids' activities.

_____ **\$100 each Safety Brigade** Sponsor our street barricades by having your business name on one street barricade placed along Mt. Vernon Avenue. Please include how many barricades you would like to sponsor!

_____ **\$100 each John** Sponsor a port-a-john, one of the vital items needed during the festival. Your name will be put on a sign & attached to a port-a-john. Please include how many port-a-johns you would like to sponsor. (And don't laugh – people remember & appreciate this sponsorship☺)

Name (name as it should be listed on AOA materials) _____

Address: _____

City: _____ State _____ Zip _____

Contact: _____ Phone: _____

Email: _____

Return to Art on the Avenue, PO Box 2826, Alexandria, VA 22301

Deadline to get in program is September 20th.

THANK YOU!