



ART in
the **SQUARE**
2010 Steering Committee

Dear Business Owner,

Art in the Square returns this year on August 28. We hope that you agree that last year's event was a booming success. The steering committee has been working since February to build on that success and make this year's event even better! Our primary mission is to draw visitors to the Square and promote our artists, performers, and businesses. This letter is to help you understand the plans for the event and invite you to participate in whatever way you can.

We have extended the hours of the event this year, from 10am to 8pm. Event setup will begin at 6:00am. Teardown will be done by 9pm. The layout of the event will be slightly expanded from last year, but will remain very similar. Market Street will stay open, though the end of South Highland and the North Highland entrance to the library will be closed to be used for the two main stages. All off-street parking throughout the Square will remain accessible.

Artists' booths will line both sides of Market Street, from Annabell's to Walgreens and in front of the south side plaza. The American Legion Hall will host the kid's area and a stage for the children's performers. A smaller stage will be positioned in the grassy area in front of the Von and the Crescent, and we may also have musicians playing on the sidewalks around the event. We have dozens of bands and live performers scheduled to play the event. In addition to the outdoor stages, activities will be scheduled inside the library. Promotions have been significantly increased from last year. We are hoping to draw thousands of people to the Square and give them many reasons to be here all day.

There are many ways that you can help to make this event a success, both for you and for the neighborhood. Simple favors can make a difference, such as displaying promotional materials before the event, providing an electrical outlet to musicians or artists on the day of the festival, or asking your employees to volunteer for event setup or teardown. If you have special activities planned for the day or evening of the event, please let us know so that we can feature them in our program. There will be many visitors to our neighborhood, and we are hoping that Highland Square businesses will allow us to make our guests feel welcome by posting our signs identifying parking lots as Art in the Square parking, even if it is only for part of the day.

Last year's event was paid for solely with vendor fees and a grant from the City. Even though this year's event will be much larger, the City has not increased their grant. As a result, we are asking for sponsorships from local businesses to help cover the costs. We have put together several sponsorship packages that will promote your business while helping the neighborhood.

If you have any questions or would like more information on how you can participate, please do not hesitate to contact me. You can reach me by phone at 330-338-4909 or by email at outreach@ilovethesquare.com.

Thanks,
Kim Gorrell
Outreach Coordinator



ART in the SQUARE

August 28, 2010

Business Name: _____

Contact Person: _____

Street Address: _____

Phone: _____

Email: _____

Website: _____

Sponsorships

Event Co-Sponsor: \$1,000+

Your logo will be featured on promotional banners, signs and flyers, as well as on website, emails, Facebook, event program and limited edition t-shirt. You will be named as event co-sponsor in all press releases and will be thanked on stage periodically throughout the day.

Activity Sponsor: \$250+

Donations from Activity Sponsors will be used to fund specific activities throughout the event. We'll choose a specific activity from the general categories that you pick below. A sign with your logo will appear near that activity, listing you as one of the sponsors. Your name will be listed on this year's limited edition t-shirt and in the event program.

Children Music/Performance Contests & Promotions Guest Amenities

Good Neighbor Sponsor: \$100+

Your name will be listed on this year's limited edition t-shirt and in the event program.

Friendly Neighbor Sponsor: less than \$100

Your name will appear in the event program.

Sponsorship Amount: _____

Please make checks payable to Mark Smith, Art in the Square Treasurer. Payment can be sent to Art in the Square, 175 Casterton Ave., Akron, OH 44303.

Other Important Ways to Participate

- Display posters or handouts in your business
- Provide space for mounting large banners
- Encourage employees to volunteer during event setup or teardown
- Provide access to electricity for musicians or artists
- Provide space for performers if it rains
- Allow open access to your parking lot
- Plan your own special events during the day or that evening