



\$500 In-Kind

Community Tree Sponsorship
Sponsor Application/Proposal
2020 Woodland Art Fair
Application Deadline: June 15th
Notifications: July 1st

The Lexington Art League and Lexington Parks and Recreation invite you to be a sponsor of the 45th annual Woodland Art Fair and propose an engagement activity to host during the Woodland Art Fair. Held each year on the third weekend of August, the fair is one of the longest running and most successful events of its kind in America. Featuring hundreds of artists from across the country and drawing more than 70,000 visitors, Woodland offers exceptional promotional benefits for sponsors while allowing them to support one of the most important cultural events in Kentucky.

The Community Tree is held near the skatepark at Woodland Park during the entire art fair. Creative organizations and businesses are encouraged to propose a family friendly activity that utilizes the large tree and its canopy footprint. The space is appx 15' in diameter. A large ladder will be provided for installing any hanging elements.

As Community Tree Sponsor, _____ will receive these Partnership Benefits...

- Multi-platform social media presence with photos, including Lexington Art League's Facebook page, Woodland Art Fair event page, Twitter, Instagram and Lexington Art League's E-newsletter (*a reach of more than **24,000 individual followers***).
- Complimentary parking pass for the weekend.
- Complimentary entry for 2 to the Woodland Art Fair Artists' Breakfast.
- Photo recognition on Lexington Art League's website and social media platforms.
- Opportunity to host activity and present signage at the Engagement Area for the duration of the 2020 Art Fair.

Guidelines for Community Tree Sponsor

- Community Tree sponsor will provide at least 1 interactive art based activity for guests to participate in throughout the entire art fair.
- Sponsor may not sell inside of their booth or solicit outside of their booth.
- At least one attendant must be at the activity area at all times during standard operating hours (Saturday 10am-6pm, Sunday 10am-5pm). Sponsor is responsible for setup the Friday before the fair and deinstall of Community Tree activity Sunday at 5pm.
- Free promotional material and marketing collateral may be distributed within Sponsor's area but not outside of the area.
- The Lexington Art League & Parks and Recreation to provide 24-hour security; the Lexington Art League and Parks and Recreation are not liable for any goods or product left inside of Engagement Sponsor's booth overnight.

Please acknowledge your agreement with the terms outlined above and your subsequent participation and commitment as Community Tree Sponsor of the 2020 Woodland Art Fair with your signature and proposed activity below. Sponsor applicants will be reviewed and one will be selected and notified by Art League staff.

Submit by One Paragraph Community Tree Proposal :

Describe the activity you'll provide and the materials you will be using. Include a simple budget to show how you will provide \$500 worth of In-Kind value.

Sponsor name: _____

Representative Name and Signature: _____

Date: _____

Send Completed Form and Proposal to Logan Dennison at lalexhibitions@gmail.com