

# DEEP ELLUM COMMUNITY ARTS FAIR

## 2024 SPONSORSHIP OPPORTUNITIES

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*The main route of the word community is UNITY – coming together as one – the state of being united or joined as a whole. This is the spirit that has been the driving force of Deep Ellum for over 150 years.*

**For over 150 years, Deep Ellum has been a cornerstone of the Dallas community, and this is your opportunity to contribute to its legacy in our beloved city.** As you are most likely aware, every spring for almost the past three decades, the streets of our community have seen visitors from around the world come to experience the culture, art, music, and flavors of Deep Ellum. The success of that festival helped to create a special place in all of our hearts. It brought visibility and recognition to a unique community, and offered a spirit of unity that continues to make Deep Ellum one of the greatest places on earth.

In 2022 the Deep Ellum Community Association inherited the opportunity to re-invent that annual festival. We created a community-centered celebration- taking input from our entire community, with a mission to benefit the community, produced and sponsored by our community, promoting the arts and music of our community. There cannot be a successful event without the people who have found their home in our neighborhood, and the artists, musicians, bars, and businesses who help preserve Deep Ellum as the national treasure of a landmark it has become over the past century and a half.

After listening to feedback from our artists and community, the Deep Ellum Community Association (DECA) is pleased to announce that that **the 2024 Deep Ellum Community Arts Fair will be moving back to April for 2024! The 2024 fair will be held from Friday, April 5th - Sunday, April 7th 2024.** Please help us as we reinvigorate our community by making this event even more successful than it was in 2023, and continue that success throughout Deep Ellum's next 150 years!

Events of this magnitude take all the help we can get, beginning with the support of our community. Our goal is that this Fair focuses on including and offering opportunities to local and regional artists, musicians, and businesses. We have a new layout to bring more foot traffic to Deep Ellum businesses as opposed to blocking their doorways. Rather than turning to vendors from outside the neighborhood, we want to encourage attendees to explore Deep Ellum throughout the event – to go to our galleries and shops, to eat in our restaurants, and drink in our local bars – all of which we will work to incorporate into the unity of this incredible event.

We need your support now more than ever. **With your generous contribution we will be bringing an all-new level of event to benefit Deep Ellum and the entire DFW metroplex** – for us, by us, and of us. Please look over the following sponsorship opportunities and help in every way you can. You can donate by completing the attached charitable contribution form, or contact our event team at [sponsors@deepellumfair.com](mailto:sponsors@deepellumfair.com).

# SPONSORSHIP LEVELS

## ROCK LEGEND SPONSOR

Our top level sponsorship is for partners contributing at least \$30,000. This is a not-for-profit event, and your contribution helps DECA cover fundamental expenses to make this event happen.

As a "Rock Legend" partner, you are supporting both the Fair and the Deep Ellum community as a whole, including the artists, musicians, participating businesses, and all of our volunteers.

Your organization's branding will receive the highest volume of exposure throughout the event and will be included on signage, collateral advertising, on-air advertising, online advertising, and on-stage advertising throughout the event, showing the world that you care about Dallas and the legacy of Deep Ellum.

## DEEP ELLUM HERO

Our "Deep Ellum Hero" partners are the glue that holds the Fair together! To meet our goal of provide incredible LOCAL art and entertainment to the tens of thousands of attendees we expect at the fair, we need heroes like you to step forward and help lead the community.

Your donation is greatly appreciated and helps support the multitude of costs it takes to provide the infrastructure necessary to make this non-profit event happen.

A contribution of at least \$15,000 will ensure your organization's branding will receive exposure throughout the event and will be included on signage throughout the fair, collateral advertising, and online advertising. Claim your permanent place in of the 150 year celebration of Deep Ellum.

## COMMUNITY SPONSOR

Every sponsor is crucial to meeting the needs of putting on this non-profit event to promote the culture, businesses, and art of Deep Ellum. Each \$5,000 donation shows your support for and standing as part of the community, while it helps with all miscellaneous event, artist, and entertainment costs for the Fair.

As a presenting sponsor your organization logo will be included on various collateral, online, and print advertising as a valued sponsor.

Your contribution is crucial to bringing top-level LOCAL art and entertainment to the Deep Ellum Community Arts Fair, and is greatly appreciated – without supporters like you we won't be able to continue the annual exhibition of live music and local art in the streets of Deep Ellum.

## SPECIFIC SPONSORSHIPS

### STAGE SPONSOR \$20,000

The Fair will feature two stages anchoring either end, and a stage sponsorship will assist in costs of the stage, the power, sound, lighting, and even the entertainment that will be on it, and consequently earns your organization the premium display space on that stage.

### BLOCK SPONSOR \$15,000

This event is set to span the entire length of Crowds in Deep Ellum over a total of 7 blocks, from Indiana St in the north, to St. Louis in the south. Block Sponsors will have the opportunity to sponsor one of the blocks of Crowds with their signage and branding on both sides of the street for the block they are sponsoring.

### STARVING ARTIST SPONSOR \$1,000?

Every donation is important in covering the costs to make DECAF successful. Whether you can only donate \$1,000.00 or only \$100.00, there is no level of your support that goes unappreciated. The fair intends to pay performance fees to our entertainers, and offer booth sponsorships to visual artists, in an effort to open up opportunities for LOCALS.

### CUSTOM SPONSOR \$??

From media needs to golf carts, street performer spaces to water stations, there are endless ways you can contribute – and find a unique opportunity to display your organization's participation in this year's Fair. Contact us today and see if our team can come up with a creative way to engage with your brand.



Complete form below and follow instructions for all sponsorship donation options and available payment methods.

### PAYMENT OPTIONS

**Payment by Check**

Make Checks Payable To: [Deep Ellum Community Association](#)  
Mail Check and this form to: [2528 Elm St. Suite A, Dallas, TX 75226](#)

**Payment by Credit/Debit/ACH/EFT**

Credit/Debit Cards & ACH/EFT can only be processed manually at this time.  
Complete Payment Auth below & email this form to [sponsors@deepellumfair.com](mailto:sponsors@deepellumfair.com)  
or mail form to *Deep Ellum Community Assoc - 2528 Elm St Ste #A, Dallas, TX 752 26*

**E-Payment Options:**



Submit your E-Payment to [payments@deepellumfair.com](mailto:payments@deepellumfair.com) via the apps above.

**Online Payment** is currently unavailable, but you may submit this information via an online form at [www.DEEPPELLUMFAIR.com/sponsorship](http://www.DEEPPELLUMFAIR.com/sponsorship)

### SPONSOR'S INFORMATION

Organization/Business Name: \_\_\_\_\_

Authorized Individual's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### CREDIT/DEBIT CARD OR ACH AUTHORIZATION

Name as appears on card/account: \_\_\_\_\_

Billing Address (if different than above) \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Enter the amount of your donation to be processed: \$ \_\_\_\_\_

Credit/Debit - Card Number: \_\_\_\_\_

Exp Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

ACH/EFT - Routing #: \_\_\_\_\_ Account #: \_\_\_\_\_

Check here if you would like your donation to be anonymous:

### MORE WAYS TO HELP

(check any that apply):

**Donate a Power Outlet** (must be located on or near Crowdus St.) We will provide the extension cords!

**Donate Use of Restrooms (to attendees)**  
Offering your facilities will help us with costs, and will increase the foot traffic for your storefront.

**Donate Restrooms for staff/vendors**  
Do us a favor while ensuring only people with a badge are using the facilities.

**Donate Dumpster Space**  
Please let us know if we can add a few bags of trash to your dumpster, we promise to not overfill.

**Discounted food/beverages for staff**  
help us out by keeping our may event volunteers fed.

**Willing to host fundraising event**  
Let us know if you have a space around Deep Ellum where we could host a donor event, auction, or meet with volunteers during the fair.

**Other ways**  
This Fair is nonprofit event & we need the whole community to help in making this event a success. Please consider how you can help – every dollar is appreciated & will not go to waste. In addition to raising the funding for this event, we need generators, additional stages, venues, artists, bands & entertainers to fill them with, port-a-john's, sanitation, volunteers, advertising & many other items. Email any sponsorship related inquiries to event staff at [sponsors@deepellumfair.com](mailto:sponsors@deepellumfair.com):

### **Payment Acknowledgment**

By signing, I authorize Deep Ellum Community Association to process the payment/s per above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_