


Rock Your Art Out

Sponsorship Packet

Rock Your Art Out is a community celebration of North Texas' vibrant arts scene. This 1-day showcase will feature demonstrations and exhibits from more than 20 local artists and live performances from some of Colin County's top musicians and bands.

Our **MISSION** is to highlight the outstanding local artistry and bring attention to the up-and-coming arts community in the North Dallas suburbs. Our **VISION** is that our local artists will be inspired to continue their creative passion in a thriving, supportive community of businesses and patrons.





Rock Your Art Out

Dear Community Partner,

I am delighted to once again serve as lead organizer and host for the upcoming Rock Your Art Out showcase on April 25th. This is the seventh time I have put together this day-long exhibition, and the third time at TUPPS Brewery. Each year, this celebration of local artists gets bigger and better - and this year will continue the trend.

Over the past 8 years of hosting this event, we have relied on the volunteer efforts of our local artists, musicians and community members to assist with the logistics of putting on this ever-growing showcase. This year, Rock Your Art Out has decided to reward our participating musicians by offering a performance fee to each of the six bands. We want to celebrate our local artists, and one of the biggest ways to support our local music community is financial. I am asking for your help to compensate these bands for their time, energy, and most importantly talent. You can help us reach our goal by becoming an event sponsor, either with a cash or an in-kind donation of services.

In the sponsorship materials included with this packet, you will find more information about the way you can partner with us to create an authentically local experience that celebrates our North Texas community. If you or your business are interested in supporting this exciting event, please contact me at Bo@RockYourArtOut.com, or (972) 302-4930.

Thank you for your consideration.



Kindly,
Bo Wanger
Lead Organizer

About



Rock Your Art Out is a community celebration of North Texas' vibrant arts scene. This 1-day showcase will feature demonstrations and exhibits from more than 20 local artists and live performances from some of Colin County's top musicians and bands.

Two stages will be set-up, one indoor main stage for headlining artists, and another stage set-up outdoors for local singer-songwriters to showcase their talents (weather permitting).

History

This year's Rock Your Art Out is the seventh time we've put on this local artist showcase. Beginning in 2012, the first 4 festivals took place in Downtown McKinney, Texas, before it was moved to the much-larger venue at TUPPS Brewery due to growing popularity. Last year's RYAO was the first time for TUPPS to host.

Audience

Last year's event grew more than 500 attendees, and we expect to meet that same total. With a stronger investment in our marketing and outreach this year, our goal is to double last year's attendance figure with 1,000 attendees.

This family-friendly event requires no cover and is acceptable to anyone interested in attending. In year's past, attendees have been a mix of demographics, with the standard Colin County resident serving as the typical attendee demographic persona.

Year One

1 Band
0 Artists
50 Attendees

at Churchill's in McKinney

Year Three

3 Bands
10 Artists
200 Attendees

at The Pub in McKinney

Last Year

6 Bands
20 Artists
500 Attendees

at TUPPS Brewery in McKinney

Sponsorship Benefits



Rock Your Art Out

Date: Saturday, April 25, 2020

Venue: TUPPS Brewery (721 Anderson St. McKinney, TX 75069)

Goal: Raise \$2,000 in total to pay each performing band member and create event merchandise (shirts, posters, etc.) to be sold during the event.

Sign/Logo Promotion

There will be dedicated space next to the performance stages for pull-up banners and additional signage to promote your business or brand. We will also have an mural wall exhibit on the outside of the building that would serve as additional signage for the "Instagram crowd."

Digital Promotion

- Sponsors will be included in all general RYAO social media posts as a participating sponsor.
- Sponsors will receive 2 exclusive Facebook posts and 2 Instagram Stories within a month of the event.
- Sponsors will receive logo placement with links to your company website on rockyourartout.com.

Media Promotion

Participating sponsors will be listed in the RYAO media kit which will be distributed to local media contacts and influencers in the lead-up to April's event.

Verbal Promotion

Local comedian Elias Ashley will be serving as MC on the performance stages during the entire day. He will be highlighting participating sponsors

Sponsorship Form



Thank you for your interest in sponsoring the 7th Rock Your Art Out local artist showcase and exhibition. Please complete this form to Bo@RockYourArtOut.com. Your support will help ensure that the participating artist are compensated for their efforts and that this year's event is better than ever.

Cash Sponsorships

I am interested in becoming a participating sponsor for this year's Rock Your Art Out. I have included a check for with this form in the amount of \$

In-Kind Sponsorships

From time to time we need certain services to ensure Rock Your Art Out runs smoothly. Relationships with event companies, merchandise manufacturers or promoters can come in handy with putting on an event like this. We would be happy to discuss in-kind sponsorship opportunities with your organization. Please email Event Organizer Bo Wanger at Bo@RockYourArtOut.com or call (972) 302-4930 to connect on the various opportunities you can get involved as a participating sponsor.

Contact Information

Organization Name:

Organization Address:

Primary Contact:

Phone:

Email:

Please also make sure you send us a high-res version of your organization's logo (png or pdf preferred) and the appropriate links you would like us to direct web traffic to. Images can be mailed to Bo@RockYourArtOut.com.