



2023 Anthem Autumnfest Arts & Crafts Fair

SPONSORSHIP LEVELS



BENEFITS	\$4,000 <i>min. bid*</i> TITLE SPONSOR <i>(limited to one)</i>	\$2,000 EVENT <i>(unlimited)</i>	\$1,200 FOOD COURT <i>(unlimited)</i>	\$750 PUMPKIN PATCH <i>(limited to three)</i>
Advertisement in the <i>November 2023</i> issue of <i>The Anthem Way</i> , mailed to over 10,000 households.	• <i>Full page</i>	• <i>1/2 page</i>	• <i>1/2 page</i>	• <i>1/4 page (group)</i>
Name/logo recognition on October event postcard, mailed to over 10,000 homes.	•	•		
Exclusive name/logo recognition on event banners at designated community locations.	• <i>Individual naming</i>	• <i>Group naming</i>	• <i>Group naming</i>	• <i>Group naming</i>
Preferred booth space to include: 10'x10' canopy, table, chairs, and linens.	• <i>10'x10' or 10'x20'</i>	• <i>10'x10'</i>		
Name/logo recognition on <i>OnlineAtAnthem.com</i> (with direct link logo) for 30 days.	•	•	•	
Name recognition in press releases promoting the event.	•			
Name recognition in community eNews promoting the event, with link to event page; event page includes direct link to your site via your logo.	•	•		
Exclusive sponsor recognition on ACC social media posts promoting event.	•			
Autumnfest event slide with Title Sponsor name placed on Civic Building LED sign (rotation); high visibility location on Anthem Way.	•			
Name recognition on sponsor banner at exhibitor entrance.	•	•	•	
Company banner placement provided for you at the event in sponsored activity location.	• <i>On booth</i>	• <i>On booth</i>	•	
Sponsor banner recognition on fence line (2'x3').	•	•	• <i>Group naming</i>	
Two carnival passes & two Kid Zone wristbands.	•	•		

Sponsorships are designed to raise brand awareness for your company, create positive PR, and act as a business hospitality that promotes good relations with clients and the community.

Sponsorships are non-refundable, non-transferable, and cannot be in collaboration with another company (must represent only one company).

September 9, 2023 is the deadline to submit sponsorship packages in order to receive full benefits listed above. Events are held rain or shine, and there is no guarantee of event day attendance. Sponsorships are non-refundable and non-transferable.

**Title sponsor is a sealed bid process. Winning bidder will be notified by September 10, 2023. Contact Debbie Pulido, dpulido@anthemcouncil.com to bid.*

The Anthem Way

AD SPEC SHEET

AD SIZE	BLEED	TRIM	LIVE AREA
Full Page	6.5" x 11.25"	6.25" x 11"	5.75" x 10.5"
½ Vertical	3.5" x 11.25"	3.25" x 11"	2.75" x 10.5"
½ Horizontal	6.5" x 5.625"	6.25" x 5.375"	5.75" x 4.875"
¼ Vertical	-	-	2.75" x 5.5"
¼ Horizontal	-	-	5.75" x 2.265"

File Requirements

Live area is the designable space. Do not place any text, graphics, etc. outside that live area that you do not want to be cut off.

Full and ½ page ads must include bleed.

Passive promotional ads are allowed (i.e. "bring in this ad to receive X% off"), however, dotted-line coupon ads are not permitted.

Accepted File Formats: PDF, JPG, EPS or PSD

Color space: CMYK

Resolution: 300 dpi

Send all artwork to: pdell@anthemcouncil.com; copy to dpulido@anthemcouncil.com.

