



Driftless Area Art Festival

An Event of the Crawford County Tourism Council of Community Development Alternatives, Inc.
43495 Trout Creek Road, Soldiers Grove, WI 54655

January, 2012

To our Driftless Area Business Supporters:

The eighth annual Driftless Area Art Festival will be held September 16-17 in Soldiers Grove, Wisconsin. This event is a showcase for the visual, performing, and culinary arts of this special region. It not only puts the incredible talents and beauty of our region on view—it also draws visitors to restaurants, lodging, and other regional businesses nearby or along the way.

The Wisconsin Department of Tourism has recognized the festival for bringing many thousands of tourism dollars into the region. In 2011, the amount spent on tourism-related items like lodging, restaurants, and services was estimated to be over \$165,000. At the festival, artists sold \$105,000 worth of art, and our food vendor sales totaled over \$17,000. The staging and promotion of the festival costs over \$50,000, money that goes back to regional businesses that rent tents, provide services, cater or sell beverages or to radio stations, papers, and magazines. When all that is added together, the 2011 festival accounted for over \$337,000 in revenues.

The Driftless Area Art Festival is truly a regional event. Our artists, musicians and food vendors are drawn only from the four-state area that forms the region, including parts or all of 22 counties in southwest Wisconsin, ten counties in southeast Minnesota, 12 counties in northeast Iowa, and five counties in northwest Illinois. Each year we strive to raise the bar, knowing that the higher the quality of our offerings, the more attendees we can draw and the more impact we can have on our regional economy.

The costs to stage this festival are not insignificant. The economic times are always tough in the Driftless Area, and recent times even tougher. But thanks to our partners and sponsors, the talent of our artists, and an aggressive promotional campaign, last year's event grew significantly in terms of attendance and sales.

The Driftless Area Art Festival has secured Partners to join with us to make sure the festival grows and thrives. Our Partners have agreed to join with us at a significant financial level for a period of three years. Now we are seeking sponsors at the \$500, \$250 and \$100 levels for just this year. Our sponsors receive recognition in our promotional efforts and at the festival, and the knowledge that they are securing an event with a profound effect on the arts of the region, and helping to lift the economy of the region in a way that celebrates some of its best offerings.

If you have been a sponsor in the past, we hope you will be again. If you have not yet been a sponsor, we hope you will consider becoming one, and join with us to keep the Driftless Area Art Festival a vibrant part of our region's activities. Thank you for your consideration.

Sincerely,

The Driftless Area Art Festival Organizing Committee

www.DriftlessAreaArtFestival.com

Driftless Area Art Festival



Festival

- 2011 event drew 4,300 attendees, an 8% increase over 2010
- Attendee zip codes from 254 locations, 16 states
- Significant increase in attendees from Minnesota
- Over 3,500 volunteer hours went into 2011 festival
- 22-member committee; over 60 volunteers



Visual Arts

- Exhibitors are limited to artists from the Driftless Area
- 2011 event showcased 82 artists, a 4% increase over 2010
- Artist sales were over \$105,000, a 31% increase over 2010
- Surveys show that the artists consistently rate this festival very highly compared to others in which they participate



KidsArt

- KidsArt drew over 600 entries from seven school districts plus home schooling
- Kids Creativity Zone was very popular with children and parents
- Auction of 2010 prize-winning pieces raised \$1,400 for the school art programs of the three winning students



Culinary Arts

- Culinary arts featured regional food from organic to local to heritage selections
- Local wines, beers and coffee were featured
- Food vendors earned \$17,000



Performing Arts

- Performance artists came from the Driftless Area
- Musical groups provided continuous entertainment
- Attendees extended their stays to enjoy the "concerts"
- Some attendees come primarily for these performances



Arts & Tourism

- Third year for Arts & Tourism Tent
- Allows non-profits dedicated to arts or tourism to take advantage of the draw to the art festival
- Thirteen non-profits participated, distributed information, and promoted their organizations



Economics

- Using Wisconsin Dept of Tourism guidelines, art festival attendees contributed \$165,000 to area businesses (lodging, dining, shopping, services)
- The art festival operates at break-even
- The 2012 art festival budget is \$51,600, including \$16,500 for promotion and advertising

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2012 Sponsorship

Sponsorship	Annual Investment	Recognition
Benefactor	\$500	<ul style="list-style-type: none">• Name on art festival website, plus link• Listing in art festival program as Benefactor• Quarter-page advertisement in program• Name in selected press releases• Invitation to Saturday evening reception
Patron	\$250	<ul style="list-style-type: none">• Name on art festival website, plus link• Listing in art festival program as Patron• One eighth-page advertisement in program• Invitation to Saturday evening reception
Supporter	\$100	<ul style="list-style-type: none">• Name on art festival website, plus link• Listing in art festival program as Supporter• Invitation to Saturday evening reception

Please let us know of your intention as soon as possible. An envelope is enclosed for your convenience.

Yes, we would like to be a sponsor. A check for \$_____ is enclosed.

Please make check payable to **Community Development Alternatives, Inc.**
Send the check to the above address.

Yes, we would like to be a sponsor. Please invoice us in June (payment due August 1)

Sorry, we are unable to be a sponsor this year

Name of Organization: _____

Address: _____

Telephone: _____

Email: _____

Authorized By: _____

Title: _____

Date: _____

Thank you for your support of the Driftless Area Art Festival

Community Development Alternatives, Inc. is a 501(c)(3) nonprofit corporation.
Under the IRS guidelines, your contribution is tax deductible to the full extent of the law.
No goods or services were exchanged for your donation.