Driftless
Area Art Festival

SEPTEMBER 19–20, 2026 ◆ SOLDIERS GROVE, WI

22ND ANNUAL

SPONSORSHIP

◆ THE FESTIVAL

The Driftless Area Art Festival is a weekend-long celebration of the rich and vibrant arts community unique to our region. Always free and family friendly, with great live music, food, and 80+ juried visual artists exhibiting and selling their work.

◆ WHO WE ARE

DAAF is a program of Community Development Alternatives Inc., a 501(c)3 not for profit organization. For more than 20 years, our dedicated committee has worked to produce a respected, destination-level art festival known for artistic excellence and thoughtful curation.

◆ WHY IT MATTERS

As a free public event, drawing over 3,000 attendees, the festival is designed to make art accessible to all, spotlight independent artists, and serve as a powerful economic and tourism driver.

◆ WHY SPONSOR

The festival exists because of generous financial support from our partners, sponsors, and donors. In return, we provide high-value brand visibility by connecting you with a purpose-driven audience.

SPONSORSHIP OPPORTUNITIES ON FOLLOWING PAGES

SEPTEMBER 19–20 2026

Contact: Kim Anderson
608.433.8543
info@driftlessareaartfestival.com

#daaf

CDA Inc.

ABOUT THE FESTIVAL

FROM THE COORDINATOR

Greetings from Soldiers Grove!

Last year, I had the honor of stepping into the Festival Coordinator role, joining a dedicated committee that has worked for more than two decades to bring the Driftless Area Art Festival to life each September. While we have evolved and grown over the years, we remain committed to our founder's vision.

We curate a respected juried festival that is financially sustainable, artist-affirming, and community-supported. A gathering that inspires creativity, stewardship of place, and long-term engagement with the arts. And a cornerstone cultural event that drives tourism and has a lasting economic impact in our local communities.

Organizing an event of this caliber requires substantial planning and resources. It is, quite literally, because of sustained financial support from sponsors and donors like you that we are here today—heading into our 22nd year as a vibrant, free-to-attend community event that brings together artists, performers, and thousands of visitors while strengthening our local community and economy.

Thank you for supporting DAAF! We hope you will join us in making our 2026 festival another success by renewing your commitment or becoming a new supporter.

With appreciation,

Kim Anderson
FESTIVAL COORDINATOR

QUICK FACTS

2025 stats:

- **3,000+ attendees from 50+ zip codes**
- **Total economic impact $144,000 (AEP6 calculator)**
- **$76,000 in artist sales, over $18,000 in food vendor sales**
- **184 students from 12 area schools exhibited in the Youth Art gallery**
- **Event showcased 75 visual artists, 6 musical acts, 10 culinary vendors**

- **7,000+ Facebook followers**
- **12,913 unique website visits in '25**

New digital event program will be shared widely ahead of event = more exposure for your business!

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2026 Sponsorship Opportunities

BENEFACTOR– $500

- Large logo on festival website w/link, printed event map and banner
- 3 x 5" or 5 x 3" ad in digital program
- Social media recognition as Benefactor
- Option to display promotional material on sponsor table

PATRON– $250

- Medium logo on festival website w/link, printed event map and banner
- 2.5 x 4" or 4 x 2.5" ad in digital program
- Social media recognition as Patron
- Option to display promotional material on sponsor table

SUPPORTER– $125

- Small logo on festival website, event map and banner
- 2.5" x 2" or 2 x 2.5" ad in digital program
- Social media recognition as Supporter
- Name listed as Supporter in sponsor tent

*All sponsors are invited to the Festival Reception on Saturday, Sep 19th from 5:30-7:00pm w/ food, drinks and music provided.

NEXT STEPS

To secure your sponsorship please complete the form on page 4 and return by email or mail to our office at your earliest convenience. Please let us know if you require an invoice. Payments are due by June 30, 2026.

*Send logo and ad files to info@driftlessareaartfestival.com. (300 dpi, png)

Thank you for supporting the 2026 Driftless Area Art Festival!

— DAAF Planning Committee

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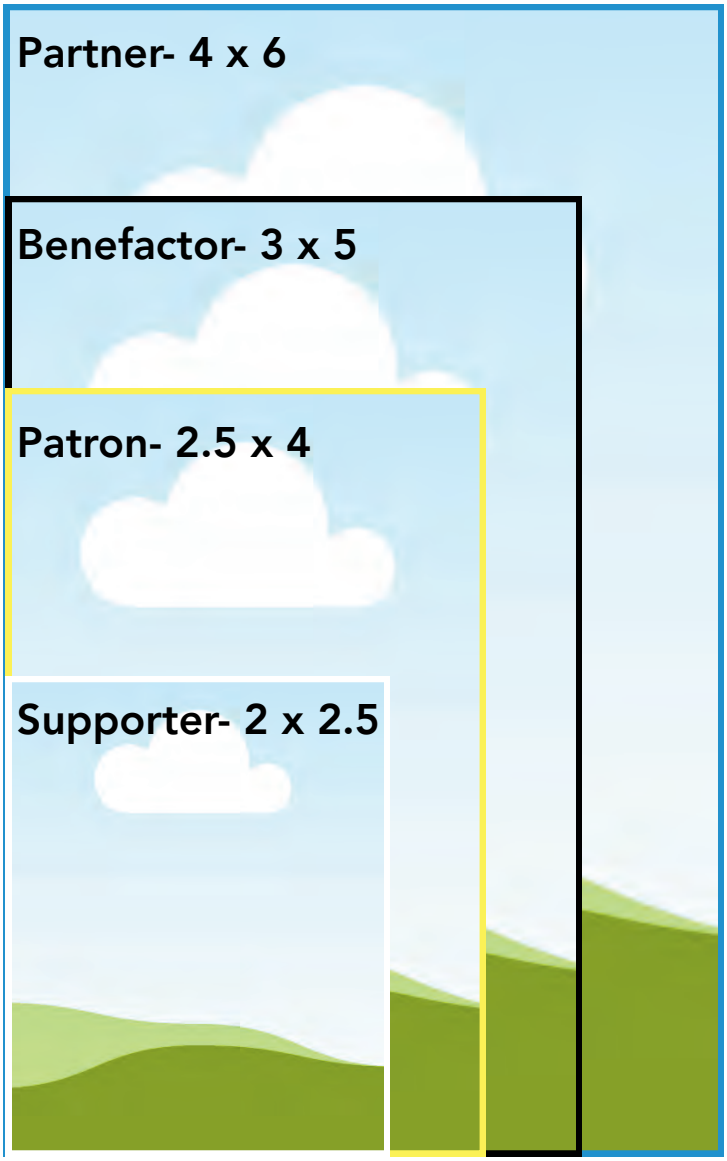
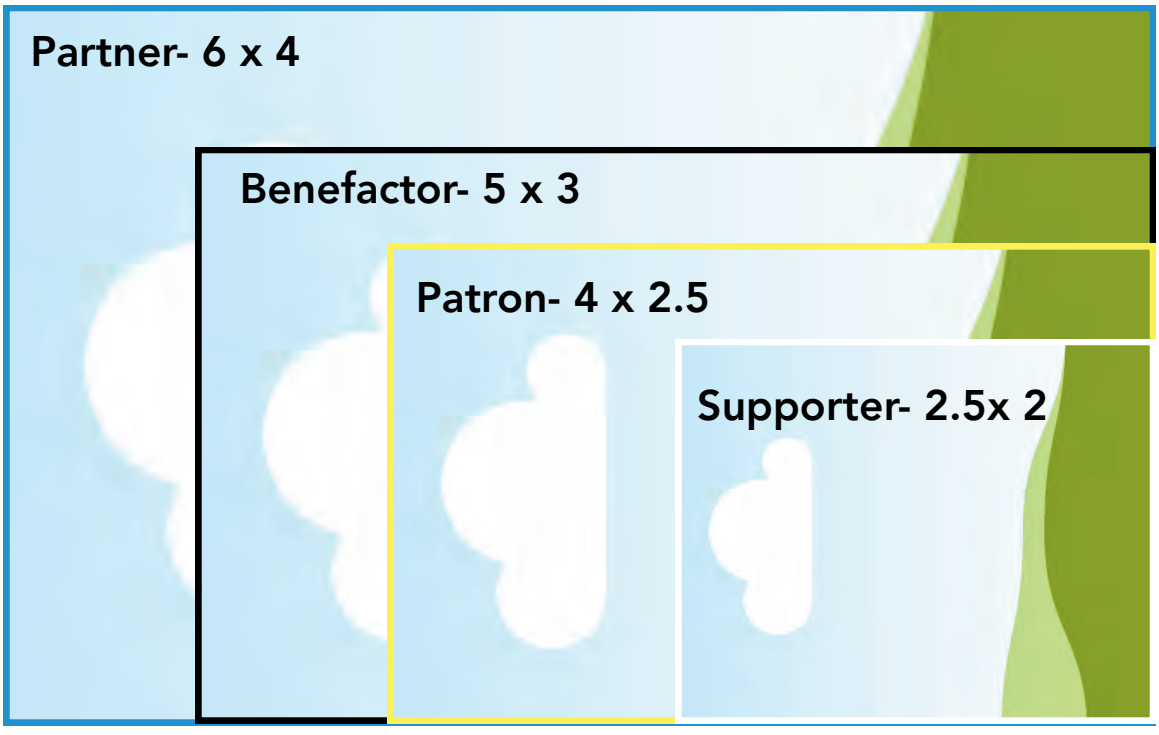
2026 Digital Program Ad Sizes



Choose ad orientation:
vertical or horizontal

Send ad artwork to:
info@driftlessareaartfestival.com



2026 Sponsorship Pledge

Sponsorship Level: _____

Financial Commitment: _____

Date: _____

Name of Organization: _____

Contact Person: _____

Email: _____

Phone Number: _____

Mailing Address: _____

_____

_____

Please make checks out to Community Development Alternatives, Inc. with DAAF in the memo.

Mail forms and payment to:

CDA
PO Box 72
Prairie du Chien, WI 53821

☐ Check enclosed

☐ Please send me an invoice

Thank you for supporting the Driftless Area Art Festival! We hope you will join us at the Reception Saturday, September 19th from 5:30-7:00pm at the Lions Shelter on the festival grounds.

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