

# PKEX

## WONDERLAND FESTIVAL

SEPTEMBER 15-17, 2022 | POUGHKEEPSIE, NY



THE **ART** EFFECT

**2022  
SPONSORSHIP  
OPPORTUNITIES**

# POUGHKEEPSIE'S YOUTH LED ARTS FESTIVAL

Thank you for taking the time to review this sponsorship proposal for the 1st annual PKX Festival, *Wonderland*. The annual PKX Festivals, in and around the Trolley Barn Gallery, serve as the building blocks for the development of a Youth Arts Empowerment Zone in the City of Poughkeepsie. Youth are responsible for every aspect of planning these events. They choose a featured artist, engage with city officials for festival permits, and organize communities throughout the city. The PKX Festival demonstrates place-keeping by reactivating Middle Main with youth ideas and vision.

Bringing the community together with performances, music, food, exhibitions, and public art! Youth work with professional artists and curators across the Hudson Valley to create a public art installation while empowering the City of Poughkeepsie. The PKX Festival is for all ages and free of charge!

Sponsoring the PKX Festival gives your business the opportunity to get your name in front of hundreds of people, to be associated with youth leadership, great art, and to be known for helping bring change to Poughkeepsie.

[TheArtEffect.org/Events/PKX](https://TheArtEffect.org/Events/PKX)

SILENT DANCE PARTY







PKX GUEST ARTIST BOOGIEREZ

# PKX SPONSORSHIP OPPORTUNITIES

Event sponsorships are a unique way to support The Art Effect and the PKX Festival/ Youth Arts Empowerment Zone, a youth-led place-keeping project reactivating Middle Main Poughkeepsie through an otherworldly empire of art, wonder, illusion, and surprise!

## **\$10,000: MAIN STAGE SPONSOR**

- Stage naming rights: Banner display on stage for 3 days
- Wi-Fi: sign into The Art Effect's free wi-fi using your company name as the password
- Table at festival to engage with festival attendees, local residents, and businesses (Saturday Only)
- Prominent company logo with link (where applicable) on event web page, email blasts, event flyer, social media, and press release
- Company logo displayed on festival map
- Full-page ad in festival program
- Prominent company logo on t-shirts
- Company banner displayed in high visibility location
- Company name included on all festival signage and announced during event opening and closing speeches

## **\$7,500: PRESENTING SPONSOR**

- Table at festival to engage with festival attendees, local residents, and businesses (Saturday Only)
- Prominent company logo with link (where applicable) on event web page, email blasts, event flyer, social media, and press release
- Company logo displayed on festival map
- Full-page ad in festival program
- Prominent company logo on t-shirts
- Company banner displayed in high visibility location
- Company name included on all festival signage and announced during event opening and closing speeches

## PKX SPONSORSHIP OPPORTUNITIES

### \$5,000: SUPPORTING SPONSOR

- Table at festival to engage with festival attendees, local residents, and businesses (Saturday Only)
- Prominent company logo with link (where applicable) on event web page, email blasts, event flyer, social media, and press release
- Company name included on all festival signage
- Company logo displayed on festival map
- Full-page ad in festival program
- Prominent company logo on t-shirts

### \$3,000: PLATINUM SPONSOR

- Prominent company logo with link (where applicable) on event web page, email blasts, event flyer, social media, and press release
- Company name included on all festival signage
- Company logo displayed on festival map
- Full-page ad in festival program
- Prominent company logo on t-shirts

## PROMOTIONAL PACKAGES

### \$1500: ARTS ALL-STAR

- Business logo listed on festival map
- Business logo on t-shirts
- Half page ad in program
- Business name listed on event signage
- Social media promotion

### \$750: ARTS CHAMPION

- Business logo listed on festival map
- Business logo on t-Shirt
- Quarter page ad in program
- Business name listed on event signage
- Social media promotion

### \$500: ARTS ENTHUSIAST

- Business name listed on festival map
- Prominent business name on t-Shirt
- Business name listed in program
- Business name listed on event signage
- Social media promotion

### \$250: ARTS ADVOCATE

- Business name listed on festival map
- Business name on t-Shirt
- Business name listed in program

### \$100: ARTS PROMOTER

- Business name listed on festival map
- Business name listed in program

### \$50: ARTS DONOR

- Business name listed in program

**DEADLINE: AUGUST 19, 2022**

Please make checks payable to  
The Art Effect

Call 845.471.7477 or E-mail [PKXFestival@thearteffect.org](mailto:PKXFestival@thearteffect.org)



This program was funded in part by Humanities New York with support from the National Endowment for the Humanities. Any views, findings, conclusions or recommendations expressed by The Art Effect do not necessarily represent those of the National Endowment for the Humanities. This program is also supported in part by an award from the National Endowment for the Arts and the by monies received from the New York State Council on the Arts.

