



WICKFORD ART FESTIVAL



SPONSORSHIP

ABOUT US

WICKFORD ART ASSOCIATION & WICKFORD ART FESTIVAL

The Wickford Art Association is a 501(c)3 non-profit organization that produces the annual Wickford Art Festival on the second weekend in July attracting over **30,000 attendees** from across the region. The WAA also offers year round art exhibits and art classes to its members and the general public throughout the year. One of the longest running fine arts festival in New England, the Wickford Art Festival has been the premier summer event for fine artists and collectors for 63 years. Located in historic Wickford, the event hosts up to 225 artists in the beautifully open and accessible Wilson Park. Attendees and art collectors come from across New England to the event each year. **62% of the Festival-goers earn \$100,000 or above** (with **over half earning \$150,000 or above**); **92% own their homes**; **48% are married** (in addition **40% of households include two adults with children**). Proceeds from the festival not only support WAA's mission to inspire, educate and promote arts within the community, but also support our long running Steven Klein Scholarship Program, which awards Rhode Island high school seniors monetary support for studying art at the collegiate level.



SPONSORSHIP

Presenting Sponsor - \$10,000 (One Exclusive Opportunity)

Seize this unique opportunity to gain unparalleled exposure as the Presenting Sponsor of the Wickford Art Festival.

- Premium Brand Recognition: Exclusive name recognition on signage at the festival entrance, posted banners, logo official festival map, included in press releases and advertising creative.
- Visibility Throughout: Logo prominently displayed on all volunteer t-shirts.
- Digital Spotlight: Full-page advertisement in our widely distributed festival digital magazine plus recognition on events social media platforms.
- Corporate Engagement: Booth space to showcase your business plus opportunities for employees to participate in volunteer roles.
- Exclusive Private Event: Host a Sip and Paint Party for up to 20 guests at our gallery, blending fun, relaxation, and creativity.

Partner of the Arts - \$7,500 (One Exclusive Opportunity)

Demonstrate your dedication to arts and community by becoming a Partner in the Arts.

- Recognition Across Platforms: Logo displayed on prominent signage at festival, logo featured on the official festival promotional poster and map distributed to attendees.
- Brand Exposure: Logo included on volunteer t-shirts & three quarter page advertisement in the digital magazine.
- Interactive Presence: Opportunities for employee participation in volunteer roles to enhance community connections.
- Creative Experience: Host a Sip and Paint Party for up to 12 guests at our gallery, perfect for team building or client appreciation.

Champion of the Arts - \$5,000 (Limited Availability)

Showcase your support as a Champion of the Arts, enjoying elevated visibility during the festival.

- Brand Exposure: logo on festival promotional flyers, festival map, volunteer t-shirts, "Thank you to our sponsors" banner at the festival, & one full page advertisement in the digital magazine.
- Interactive Presence: Opportunities for employee participation in volunteer roles to enhance community connections.

Patron of the Arts - \$2,500 (Limited Availability)

Standout with Patron of the Arts benefits, offering third-tier sponsorship recognition.

- Brand Exposure: Business logo on festival promotional flyers, festival map, volunteer t-shirts, logo on our "Thank you to our sponsors" banner at the festival, & one half page size advertisement in the digital magazine.

Supporter of the Arts - \$1,000

Gain visibility and support the festival as a Supporter of the Arts.

- Brand Exposure: Business listed on the festival map, logo on "Thank you to our sponsors" banner at the festival, small logo on volunteer t-shirts, & one quarter size advertisement in the digital magazine.

Advocate of the Arts - \$500

Make your mark as an Advocate of the Arts with entry-level sponsorship benefits.

- Brand Exposure: Business listed on the festival map, "Thank you to our sponsors" in our digital magazine & small logo on volunteer t-shirts.

Join us as a sponsor and celebrate arts, culture and community at the
2026 Wickford Art Festival

DIGITAL MAGAZINE ADS & PARTNERSHIP OPPORTUNITIES

Why digital?



The festival's new digital magazine is an eco-friendly alternative to replace the multi-page printed program. The digital magazine will live on our website and be promoted on social media and all our marketing materials. A printed festival/booth map and festival signage will have a QR code linking to the magazine. Digital magazines have a wide readership, providing you with increased visibility and exposure for your brand. The digital magazine will give us more space to feature artists, more about our mission, detailed festival information and what to do and see in North Kingstown.

Quarter Page
3.625"w x 4.55"h

\$75

Half Page. \$150
8"w x 4.75"h

Community Partnerships

Volunteer

We are always seeking volunteers to help with the event load in, artist hospitality, and event breakdown. If you have a group of employees or an organization with members looking to spend a few hours over the weekend to help with the event, it is a great opportunity to connect with artists, meet new people, and lasting connections with members of the art community.

In-Kind Donations

Items like refreshments for artists and volunteers are needed throughout the weekend. We are open to ideas to help with park beautification or shade. We welcome the opportunity for sponsoring the cost for printed materials such as signs, printed maps, festival merchandise (t-shirts, etc). In-kind donations of photography of the event or video/editing for help with promotional materials is also welcome!

Special event or promotion at your business during the weekend of the event

- Partner with an artist and showcase their art - on display or for sale
- Host an artist for a Meet & Greet with customers
- Art inspired specials/promotions
- Discounts or special services for artists

Festival Poster

- If you have space at your place to hang a festival poster to help promote the event - let us know and we'll bring one by!

For more information on community partnerships email wickfordartfestival@gmail.com



WICKFORD ART ASSOCIATION

36 Beach Street, North Kingstown, RI 02852

401 - 294 - 6840



2026 Wickford Art Festival Sponsorship Agreement

2006 Sponsorships are active through December 2026. Please complete this agreement and return it to the Wickford Art Association (attn: Executive Director, address above) or email to Linda Imgaliazzo at: Wickfordartassociation@gmail.com

YES! I want to sponsor! (Please complete the following information)

BUSINESS NAME: _____ EMAIL: _____

CONTACT PERSON: _____ PHONE: _____

Signature: _____ Date _____

agrees to be a 2026 Wickford Art Festival Sponsor or advertising at the following level:

- | | |
|---|---|
| <input type="checkbox"/> PRESENTING SPONSOR - \$10,000 | <input type="checkbox"/> PARTNER OF THE ARTS - \$7,500 |
| <input type="checkbox"/> CHAMPION OF THE ARTS - \$5,000 | <input type="checkbox"/> PATRON OF THE ARTS - \$2,500 |
| <input type="checkbox"/> SUPPORTER OF THE ARTS - \$1,000 | <input type="checkbox"/> ADVOCATE OF THE ARTS - \$500 |
| <input type="checkbox"/> DIGITAL MAGAZINE
HALF PAGE AD - \$150 | <input type="checkbox"/> DIGITAL MAGAZINE
QUARTER PAGE AD - \$75 |

Please confirm payment details. Checks should be made out to Wickford Art Association.

- ☐ A check is enclosed to the amount of \$ _____
- ☐ A check is being sent separately.
- ☐ Please invoice the company at the following email address: _____

Email ad design and preferred link (ads are clickable) to wickfordartfestival@gmail.com by June 1.

No, we are unable to sponsor at this time but we are interested in supporting the arts!

We want to contribute to WAA's role in promoting the arts in RI, please accept the enclosed donation of \$ _____.

The WAA Board of Directors, staff, volunteers & members all appreciate your support of the arts in the community. Thank you!