



SPONSORSHIP OPPORTUNITIES

2021 / 2022

**THE SOUTHERN ARIZONA ARTS & CULTURAL
ALLIANCE IS A NONPROFIT ORGANIZATION
DEDICATED TO THE CREATION, PRESERVATION
AND ADVANCEMENT OF THE ARTS**

WHO IS SAACA?

The Southern Arizona Arts & Cultural Alliance (SAACA) is a nonprofit organization dedicated to the creation, preservation and advancement of the Arts.

SAACA strengthens the bonds between people, place and purpose through collaborative, arts-driven experiences. Southern Arizona has long served as a hub for art and culture. But despite the profusion of talent, our creative individuals found difficulties in making a living from their work and sharing it with the community.

We created SAACA (formerly the Greater Oro Valley Arts Council) to address these needs by cultivating programming that puts a spotlight on our local creatives and celebrates our unique culture while providing direct opportunities for artists to make and sell their work.

To date, SAACA has created over 200,000 arts-driven experiences, from innovative community festivals and cultural celebrations to creative sector development, and accessible arts enrichment programs. We continue to grow both our footprint and our impact as we pursue our mission of strengthening the bonds between people, place, and purpose.

PEOPLE / Connection. Community. Empathy.

Our programming and work fill the need for human interaction in an isolated world.

PLACE / Diversity. Culture. Tradition.

We build on the present while preserving the past and instilling pride in our community.

PURPOSE / Problem-Solving. New Ideas. Curiosity.

We inspire creative solutions to promote a more resilient, empathic, and vibrant community.

When you support SAACA, you directly support the efforts of local artists, creatives, and makers alongside their journey of creativity.

Your decision to support the arts provides dynamic support of the individual and mutual creativity that draws our communities closer.



MAKE A DIFFERENCE

IT'S A WIN-WIN

Sponsoring a Southern Arizona Arts & Cultural Alliance event or program provides you the unique opportunity to connect with the Southern Arizona community, to build brand awareness and show your company's support of an important cause: the arts and the expansion of our cultural equity!

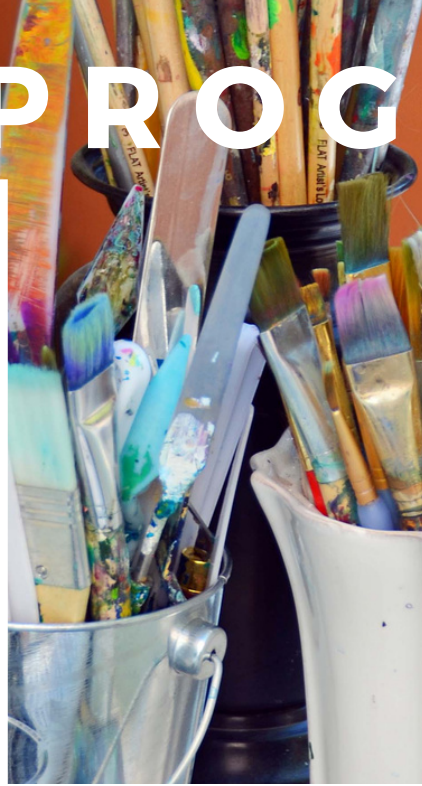
Each event reaches a different key audience segment and provides a fun, entertaining and engaging way for you to “wow” clients, vendors and employees. Feel good about supporting our local arts, heritage and cultural organizations as you enjoy an unforgettable and immersive arts experience.

- **Looking for the opportunity to become a part of one of the biggest events of the year?**
- **To put your company name in front of hundreds of sophisticated party goers, foodies and art lovers?**
- **Want to show your employees and investors your dedication to our community?**
- **More in the mood for an intimate networking opportunity?**
- **Looking for a one-of-a-kind experience to make a big impression?.**
- **Are you looking for new ways to invest in your employees and innovate in your sector?**



Partnering with SAACA can revolutionize the way you do business, tell your story and connect to your employees.

OUR PROGRAMS



WHAT WE DO

BUSINESS & ARTS INTEGRATION

Establishing collaborative and innovative arts and business partnerships through the Arizona Business Committee for the Arts (AZBCA). Each day hundreds of businesses are unlocking the power of the arts to expand business development opportunities, inspire employees and brand their business apart from the rest.

CREATIVE AGING PROGRAMS

Supporting and expanding arts therapy, and life-long learning for seniors and Veterans in our community. SAACA supports Music & Memory Programs, Creative Writing, Music Therapy and groundbreaking visual arts integration programs.

ARTS EDUCATION

Through a powerful partnership with Community Share, we help connect artists to the classroom. In addition, SAACA supports creative arts programming in the classroom, and engagement programming for youth, through our Musical Gold in the Morning Program.

SPECIAL EVENTS

Collaborating to produce diverse arts-based community festivals, programming, and events. From culinary to visual arts, cultural events and gallery spaces, no other organization expands the arts across more diverse arts platforms than SAACA in our community.

ARTS & CULTURAL RESOURCE

Expanding networked groups of artists and art organizations, and the engagement opportunities provided to them as a result. Our Undercover Arts Magazine unveils the wealth of artistic resources that define Southern Arizona.

ARTS ADVOCACY

SAACA supports efforts to raise awareness for the importance the Arts play in education at all stages of life. In addition, we support the advancement of the Arts in the field of Health, the preservation of Arts funding mechanisms, as well as the role the Arts play in the economic development of Arizona.



15,000 ATTENDEES
125+ MUSICAL PERFORMANCES
FREE ADMISSION / 5 STAGES / LIVE BROADCAST
FAMILY SHOWS / SONGWRITING CONTEST
DEMOGRAPHICS
AGES 3-103



TUCSON FOLK FESTIVAL

APRIL 1 - 3, 2022

FRI 6PM - 10 PM
SAT 12PM - 9:30 PM
SUN 11:30 AM - 8:30 PM

FREE ADMISSION

There is no cost to attend the music and art festival.

TUCSON, JACOME PLAZA

ABOUT

The Tucson Folk Festival is a FREE, annual three-day event celebrating American Folk Music traditions and all the wonderful variations, from Bluegrass, to Blues to Zydeco and more! This family-friendly festival is held in some of the most historic sections of Downtown Tucson. Featuring multiple stages of acoustic music and hundreds of performers, the festival annually entertains well over 15,000 fans coming from all over Arizona and tuning in online from across the nation. The event also features a wide variety of food and craft vendors, a beer garden, interactive music workshops, a Family Show, Young Artist Stage for youth under 18, a Ballad Tree for songwriters, and the Stefan George Songwriting Competition. Over 150 volunteers contribute annually to the success of this festival. FREE to the public since its beginning in 1986, the Festival is one of the most beloved music events on the Tucson calendar.

FREE ADMISSION / 5 STAGES OF MUSIC / WORKSHOPS / LIVE BROADCAST / FAMILY SHOWS / SONGWRITING CONTEST / ARTISAN MARKET / FOOD VENDORS / BEER & WINE GARDEN & MORE

WHY?

SAACA is partnering with the Tucson Kitchen Musician's Association (TKMA) to support the goal of building community through arts programming by presenting the 37th Annual Tucson Folk Festival, where hundreds of musicians can perform and share their work in a supportive and professional environment. Additionally, the event partners with City of Tucson and the Downtown Tucson Partnership to impact tourism and economic development in Tucson, supporting businesses, artists, and the community.



PARTNERSHIP OPPORTUNITIES

\$1,500 FESTIVAL SPONSOR

- **Print Media:** Half page Ad & Logo Inclusion on Sponsorship Page in Program. Logo Inclusion on Festival Poster and Festival Flyers. Logo inclusion on Sponsor Thank You Boards at Event.
- **Broadcast:** Logo inclusion on Sponsor Thank You Slide
- **Marketing:** Recognition in Event E-Blasts (25,000+ eblast list). Logo on Event Website.
- **Booth:** 10x10 Exhibit Space Onsite

\$2,500 STAGE SPONSOR

- **Print Media:** Full Page Ad & Logo Inclusion on Sponsorship Page in Program. Logo Inclusion on Festival Poster and Festival Flyers. Logo inclusion on Sponsor Thank You Boards at Event.
- **Broadcast:** Logo inclusion on Sponsor Thank You Slide
- **Marketing:** Recognition in Event E-Blasts (25,000+ eblast list). Logo on Event Website.
- **Booth:** 10x10 Exhibit Space Onsite
- **Banner** on one of the festival stages as official stage sponsor

\$5,000 TITLE SPONSOR

- **Print Media:** Full page Ad & Logo Inclusion on Sponsorship Page in Program. Logo Inclusion on Festival Poster and Festival Flyers. Logo inclusion on Sponsor Thank You Boards at Event.
- **Broadcast:** Logo inclusion on Sponsor Thank You Slide
- **Marketing:** Recognition in Event E-Blasts (25,000+ eblast list). Logo on Event Website. Logo on all Television Commercials, Social Media Dedicated Blasts,
- **Logo** on Event E-Blasts with promotional sponsor videos (22,000+ email subscription list).
- **Logo** on Festival T-Shirts
- **Booth:** 10x10 Exhibit Space Onsite
- **Banner** on one of the festival stages as official stage sponsor

SAACA EVENT SPONSORSHIP

SOUTHERN ARIZONA ARTS & CULTURAL ALLIANCE

4500 N. ORACLE ROAD, SUITE 110 - TUCSON, AZ 85705

TUCSON, AZ 85705 PHONE (520) 797-3959



EVENT DETAILS

NAME OF EVENT SPONSORING _____

AMOUNT OF SPONSORSHIP \$ _____

AGREEMENT

- This agreement represents the only relationship between Company and Sponsor. No other relationship between the two entities exists, implied or otherwise. There are no refunds on sponsorship dollars, or refunds on unused credits.
- (75% tax deductible) SAACA reserves the right to deny a sponsor application.
- It is agreed that at the time of renegotiation, the sponsee will automatically invite the sponsor to renegotiate the agreement.
- The sponsorship will be for the period of 12 months from the date of the signed contract.
- Payment is due on receipt. You will be invoiced for the full amount of the contract to the address noted below.
- Sponsor agrees to allow use of company logo in all promotions.
- In the event of a dispute arising that the parties themselves cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by mutual agreement.
- If the parties cannot agree on an arbitrator, or both parties do not agree with the decision of the arbitrator appointed, the agreement may be terminated in the following manner: If the breach is one that can be rectified, then the non-breaching party can request in writing that the breach be rectified in 14 days. If the breach is not rectified within that time, the non-breaching party may terminate the Agreement immediately; If the breach is one that cannot be rectified, the non-breaching party may terminate the Agreement by giving 14 days written notice of their intention to terminate. If either party goes into liquidation, is wound up, dissolved (except for the purpose of reconstruction or amalgamation), enters into a scheme of arrangement or is placed under official management or in receivership, the other party may terminate the Agreement by giving 14 days written notice of their intention to terminate under the clause. In the event of a termination under this Agreement, each party's rights and liabilities will cease immediately but the termination shall not affect a party's rights arising out of a breach of this agreement by the other party.
- Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified and the first party uses its best endeavours to overcome the circumstances preventing its obligations from being carried out.
- Each party shall indemnify the other against any claims arising from any breach of the agreement by either party.
- The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.
- The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.

CONTACT INFORMATION

BUSINESS NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

MAIN CONTACT NAME _____

EMAIL _____

WEBSITE _____

PRIMARY PHONE _____

INDUSTRY SECTOR _____ # OF EMPLOYEES _____

AUTHORIZATION

PRINTED NAME _____

AUTHORIZED SIGNATURE _____ DATE _____