



# ARTSFAIRFAX AWARDS

CELEBRATING  
VISIONARY CONTRIBUTIONS  
IN FAIRFAX COUNTY

**SPONSORSHIP  
OPPORTUNITIES**



Friday, October 25, 2024  
11:15am - 2:00pm

**Capital One Hall**

7750 Capital One Tower Road  
Tysons, VA 22102



# SPONSORSHIP BENEFITS

## Become a Sponsor! Visit [ArtsFairfax.org/Awards](https://ArtsFairfax.org/Awards)

Contact Debbie Mueller, [dmueller@artsfairfax.org](mailto:dmueller@artsfairfax.org) or (571) 395-4619, for more information or to request an invoice.

Mail checks payable to **ArtsFairfax** to: Debbie Mueller, ArtsFairfax, 2667 Prosperity Avenue, Fairfax, VA 22031

EVENT RECOGNITION	Table Sponsor \$3,000	Patron Sponsor \$5,000	Lead Sponsor \$10,000	Premier Sponsor \$15,000	Visionary Sponsor \$25,000
Tickets to ArtsFairfax Awards	8	8	16	16	24
Logo Recognition on Event Webpage, Event Program, and Event Eblasts	•	•	•	•	Plus Video Sponsor Message on Event Webpage
Video Projections During Event	Logo	Logo	Logo	Logo & Printed Sponsor Message	Logo & Video Sponsor Message
Color Ad in Event Program		Half Page	Full Page	Full Page	Full Page
Recognition from the Podium		•	•	•	•
Logo on Event Invitation			•	•	•
Event Press Releases			Listing	Listing	Quote from Sponsor
Opportunity to Select One Special Recognition Option Below				Reception, Parking, or Awards	
YEAR-ROUND RECOGNITION					
Annual Report Listing	•	•	•	•	Plus Sponsor Spotlight Photo & Caption
ArtsFairfax E-Newsletters (Two Issues Per Month)					Logo & Link through June 30, 2025
SPECIAL RECOGNITION OPTIONS AVAILABLE TO PREMIER SPONSORS (in addition to benefits above)					
<b>Reception Sponsor</b>	Exclusive recognition for one sponsor on large video signage during the pre-event reception; logo on signage at the bar; named nonalcoholic specialty drink during reception				
<b>Parking Sponsor</b>	Exclusive recognition for one sponsor on parking instructions eblast provided in advance to all ArtsFairfax Awards guests; logo on printed signage at parking garage entrance; logo on digital sign to garage access from the Capital One Hall Atrium				
<b>Awards Sponsor</b>	Exclusive recognition from podium for one sponsor that made it possible for ArtsFairfax to commission the Awards artist; Awards artist and guest will be seated at one of your tables; opportunity for a sponsor representative to be on stage for presentation of the Jinx Hazel Award — our highest honor				

# EVENT EXPOSURE

## Social Media Insights

Profile Visits	Followers
2,900	2,066
1,900	2,024
1,100	1,531

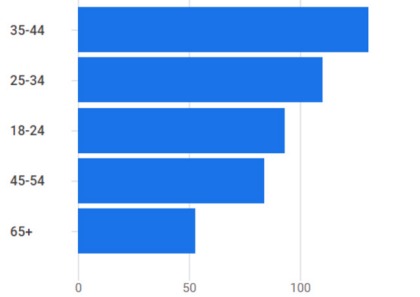
Reach
25,741
12,577
1,550

## Email Insights

248,042 Sends
88,906 Opens
7,030 Clicks

## Website Audience Engagement

### Users By Age



### Users by Country



### Gender



### Website Page Views



The graphics reflect data collected from the following:

Website (March 2023 - March 2024 via Google Analytics 4);  
Facebook and Instagram (March 2023 - March 2024); Twitter (March 2024); and  
Email (March 2023 - March 2024).



Guests enjoy the reception at the 2023 ArtsFairfax Awards.  
(Photo credit: A.E. Landes Photography)



Violinist Anthony Hyatt performs at the 2023 ArtsFairfax Awards.  
(Photo credit: A.E. Landes Photography)

# ARTSFAIRFAX AWARDS CORPORATE SPONSORS (2019-2023)

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McCandlish Lillard  
McGuireWoods LLP  
The Meridian Group  
OTJ  
Ox Hill Companies  
Reed Smith LLP  
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Reston Town Center Association  
Sandy Spring Bank  
Stream Realty  
Tower Club  
VIKA  
Walsh Colucci Lubeley & Walsh  
The Watermark Hotel  
Whiting-Turner  
World Bankcard Services

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Bryan Hill

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Mayor Letty Hardi,  
City of Falls Church  
Mayor Sheila Olem,  
Town of Herndon  
Mayor Linda Colbert,  
Town of Vienna

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Douglas J. Sanderson, Esq.  
*McCandlish Lillard*

## VISION STATEMENT

Fairfax County supports a thriving arts and culture community accessible to all.

## MISSION STATEMENT

ArtsFairfax is dedicated to expanding support for and access to arts and culture opportunities for all of Fairfax County.