



SPONSORSHIP PACKAGE

Saturday, August 11, 2012

Five Points East Nashville

tomatoartfest.com • brought to you by Hot Tomato, LLC

SPONSOR THE 9TH ANNUAL TOMATO ART FEST

Be a part of a unique and growing festival!

- East Nashville's premier neighborhood event
 - Host to more than 20,000 attendees
 - Live music, food, craft vendors, activities
- Headquartered in East Nashville's Five Points
 - Recognized by local and national media

Put your name on our festival, and share the bountiful harvest.

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HISTORY

TOMATO ART FEST

- Voted “**Best Festival**” in the 2007-2011 in the *Nashville Scene* Reader’s Poll, the Tomato Art Fest will return this year on Saturday, August 11, 2012. Located in **Historic East Nashville’s Five Points area**, which has been coined by *Budget Travel Magazine* as “**Nashville’s version of New York’s East Village**,” this FREE, costume-friendly event provides a fun-filled day for thousands.
- A community builder, the **Tomato Art Fest** has steadily drawn larger crowds with each year that passes. Last year, an estimated **20,000 +** came to celebrate this beloved fruit/vegetable and enjoy the day’s festivities.
- The **Tomato Art Fest** is a well-established and highly visible event that will be promoted heavily in print, radio, television, online and through other promotional venues.
- We are certain this will be the best **Tomato Art Fest** to date! Without the support of our sponsors, this event could not exist. Your participation is vital to the growth of the **Tomato Art Fest** and helps this unique Nashville community flourish.

Founded by Art and Invention Gallery

The Tomato Art Fest was founded by Meg and Bret MacFadyen, owners of East Nashville’s Art & Invention Gallery. In 2004, the gallery hosted a late summer art show celebrating the tomato, and planned a few neighborhood events to promote the exhibit. The Tomato Art Show proved so popular that it immediately turned into an annual, signature event for the hip, urban neighborhood of East Nashville.

With five to six shows annually, including the Tomato Art Show in August and an annual Holiday artisan show in December, Art & Invention Gallery focuses year-round on inventiveness in fine art, craft and original furniture. Throughout the year, Art & Invention also hosts adult and child-friendly workshops to encourage creative expression.



TENTATIVE 2012 EVENTS

TOMATO ART FEST

All events are tentative at press time.

Schedule updates will begin soon at www.tomatoartfest.com .

Art & Invention Tomato Art Show
Tomato King & Queen Pageant
Tomato Art Preview Party
Bloody Mary Contest
Tomato Fun Run and 5K
Recipe Contest
2nd Line Parade
Music on the Main Stage
Tomato Bazaar
Tomato Art Kids Fest
Children's Tomato Art Show
Wags and Whiskers Tomato Toss
Heirloom Tomato Tasting
How Many Tomatoes in the Vintage Candy Jar?
Tomato Haiku Competition
Giant Ice Cream Sundae Extravaganza
Red-Head Contest
Ugliest, Biggest, Littlest Tomato Contest
All Things East Nashville Fashion Show
Beautiful Tomato Pageant



Sponsorship Levels

TOMATO ART FEST

Presenting Sponsor—\$15,000

- Festival naming rights (The 2012 Tomato Art Fest presented by ____)
- Category exclusivity
- Two booth spaces in vendor festival
- Logo and/or name, as appropriate, included in all advertising and media mentions
- Logo on official TAF t-shirt
- Logo on all TAF event signage
- Logo on all TAF collateral: Map, flyers, posters
- Recognition from all stage events
- Logo, name included in all TAF press releases
- Logo, name included in all TAF emails
- Logo, name included on TAF Facebook page
- 10 tickets to Tomato Art Fest preview party and Festival VIP area
- Recognition in post-event email

Heirloom Sponsor—\$8,000

Main Stage Sponsor

- Naming rights for the main stage (_____ Main Stage)
- Category exclusivity
- One booth space in vendor festival
- Logo and/or name, as appropriate, included in all advertising and media mentions
- Logo on all TAF event signage
- Logo on all TAF collateral: Map, flyers, posters
- Recognition from main music stage events
- Name included in all TAF press releases
- Logo, name included in all TAF emails
- Logo, name included on TAF Facebook page
- 6 tickets to Tomato Art Fest preview party and Festival VIP area
- Recognition in post-event email

Beefsteak Sponsor—\$5,000

Festival VIP area

- Naming rights for the festival VIP area (_____ Festival VIP area)
- One booth space in vendor festival and/or space in the VIP area for display.
- Logo and/or name, as appropriate, included in all advertising and media mentions
- Logo on all TAF event signage
- Logo on all TAF collateral: Map, flyers, posters
- Recognition in conjunction with all promotion of named event
- Name included in all TAF press releases
- Name included in all TAF emails
- Name included on TAF Facebook page
- 4 tickets to Tomato Art Fest preview party and Festival VIP area

Brandywine Sponsor—\$2,500

Tomato Art Festival Parade

- Naming rights for the parade (_____ Tomato Art Fest parade)
- One booth space in vendor festival
- Logo and/or name, as appropriate, included in all advertising and media mentions
- Logo on all TAF event signage
- Logo on all TAF collateral: Map, flyers, posters
- Logo, link on TomatoArtFest.com
- Name included in all TAF press releases
- Name included in all TAF emails
- Name included on TAF Facebook page
- 4 tickets to Tomato Art Fest preview party and Festival VIP area

Tomato Art Pre View party

- Naming rights for the parade (Tomato Art Pre View party sponsored by _____)
- One booth space in vendor festival
- Logo and/or name, as appropriate, included in all advertising and media mentions
- Logo on all TAF event signage
- Logo on all TAF collateral: Map, flyers, posters
- Logo, link on TomatoArtFest.com
- Name included in all TAF press releases
- Name included in all TAF emails
- Name included on TAF Facebook page
- 4 tickets to Tomato Art Fest preview party and Festival VIP area

Homegrown Sponsor—\$1,000

- One booth space in vendor festival
- Name included in all advertising and media mentions
- Logo on all TAF collateral: Map, flyers, posters
- Logo, link on TomatoArtFest.com

- Name included in all TAF press releases
- Name included in all TAF emails
- Name included on TAF Facebook page
- 2 tickets to Tomato Art Fest preview party and Festival VIP area
- Recognition on sponsor wall at the event
- Recognition in post-event email

Friends of Tomato Art Festival

Monetary Friends

Roma (\$500-\$999)

- name/company logo and Link on TomatoArtFest.com
- 4 tickets to Tomato Art Fest preview party and Festival VIP area

Tomato Blossom Sponsor—(\$250-499)

- Link on TomatoArtFest.com
- 2 tickets to Tomato Art Fest preview party and Festival VIP area

Festival Friend Sponsor—\$100-\$249

- 2 tickets to Tomato Art Fest preview party and Festival VIP area

In kind Sponsors

\$5000 + Diamond Sponsorship (In-Kind)

One booth space in vendor festival

- Name included in all advertising and media mentions
- Logo on all TAF collateral: Map, flyers, posters
- Logo, link on TomatoArtFest.com
- Name included on TAF Facebook page
- 2 tickets to Tomato Art Fest preview party and Festival VIP area

\$2500 + Ruby Sponsorship (In-Kind)

One booth space in vendor festival

- Logo, link on TomatoArtFest.com
- Name included on TAF Facebook page
- 2 tickets to Tomato Art Fest preview party and Festival VIP area

\$1000 + Sapphire Sponsorship (In-Kind)

One booth space in vendor festival

- Logo, link on TomatoArtFest.com
- Name included on TAF Facebook page
- 2 tickets to Tomato Art Fest preview party and Festival VIP area



CONTACT INFORMATION

TOMATO ART FEST

To sponsor the 2012 Tomato Art Fest, please contact us!

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