



presented by

ORNL FEDERAL



CREDIT UNION

Knoxville, TN

2016-2017



**A CELEBRATION OF ART, CULTURE
AND NATURAL BEAUTY**

ART SLAM SPONSORSHIP



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ABOUT DOGWOOD ARTS

Dogwood Arts promotes and celebrates the art, culture and natural beauty of our region. Since 1955, Dogwood Arts provides the East Tennessee community access to the arts through the 15+ programs produced and promoted by the organization. Of these programs, 90% are free to the public. These programs include an art, music, and independent film festivals (held as separate events throughout the year); art exhibitions that showcase work by students, teachers, large-scale sculptors, and regional fine artists; and programs that preserve the natural beauty of our region with driving trails, guided biking and hiking trails through scenic landscapes, and educating the community on the importance of planting trees for the future by promoting our community-wide tree planting initiative held each first Saturday of December. Dogwood Arts also hosts several workshops throughout the year to serve as networking opportunities for artists and musicians which opens the doors for collaboration within our community.

OUR FESTIVAL

One of Dogwood Arts's signature events, the Dogwood Arts Festival transforms downtown Knoxville into a lively street fair with high-quality arts and crafts booths, entertainment, and culinary arts demonstrations and wine tastings in the heart of Market Square.

An event the entire family will enjoy, the Market Square Art Fair showcases the original work of more than 70 local and regional artisans. Taking place in the heart of downtown Knoxville, this juried event brings together a range of talented artists and artisans who will be on hand to share their art with the community. Live entertainment lies in wait around every corner, from street performers to a children's stage to an all-day lineup of bands and performers on the Market Square stage. In addition to Market Square's own selection of unique cafés and eateries, Art Festival-goers will have their pick of a wide variety of culinary art vendors.

DOGWOOD ARTS FESTIVAL ART SLAM



ART SLAM

SPONSORSHIP BENEFITS

ART SLAM

Dogwood Arts partners with the Muse Knoxville to produce Art Slam at the Dogwood Arts Festival. Art Slam is a live art competition among Knoxville's up and coming artists. Artists have 3 hours to paint an extra large artwork with a colorful and inspiring design. We have painted doors, canvases and adirondack chairs. There are no design limits, but each artwork must celebrate the art, culture and natural beauty of our region.

EVENT SPONSORSHIP: \$2,000

Your investment will bring increased value to the arts in Knoxville. Your sponsorship supports the creativity of adult and youth artists who create art in our fast paced and creative Art Slam. Artists have 3 hours to design colorful and fun artworks which are auctioned to benefit Dogwood Arts and The Muse. Your investment will cover pop-up gallery expenses, art supplies, signage, promotional materials and artist awards.

YOUR BENEFITS

IN PRINT

- Branding of the Art Slam Area at the Dogwood Arts Festival
- Logo on 5,000 DAF brochures
- Logo on Event Signage at Art Slam

IN ELECTRONIC AND DIGITAL MEDIA

- Logo on Dogwood Arts Festival page at dogwoodarts.com and the Muse Knoxville themuseknoxville.org

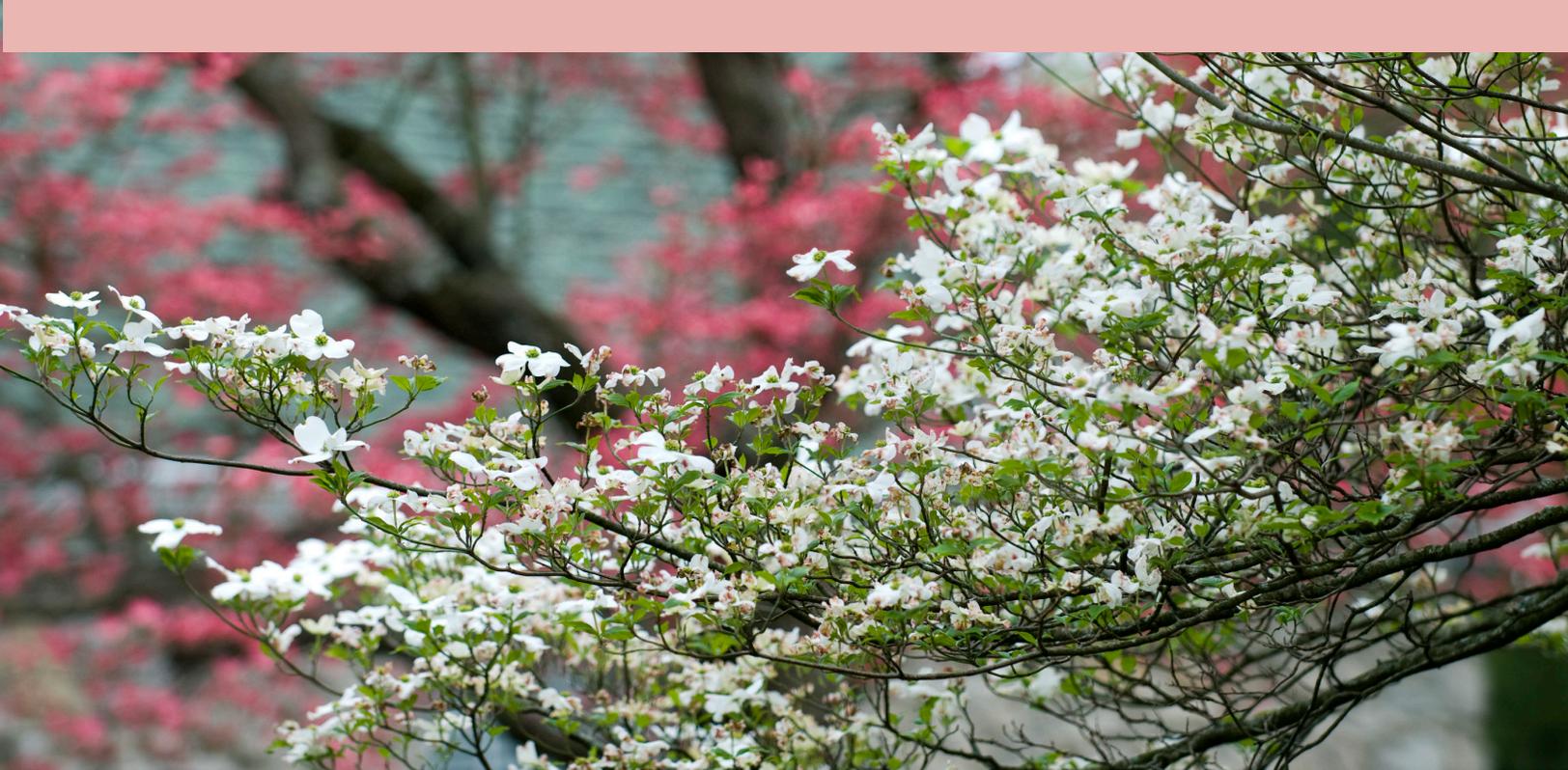
ON SITE

- Opportunity to distribute promotional materials and provide art supplies to the artists
- Opportunity to announce awards at the Art Slam

THANK YOU

Through your generous financial support, Dogwood Arts and the Muse will continue to enhance the quality of our programming, increase community engagement and participation while generating a positive social and economic impact for our community.

DOGWOOD ARTS BRAND & SOCIAL MEDIA



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DOGWOOD ARTS WEB PAGE



A CELEBRATION OF ART, CULTURE, AND NATURAL BEAUTY

Knoxville, Tennessee

EVENTS & EXHIBITS | ART IN PUBLIC PLACES | HOUSE & GARDEN SHOW | RHYTHM N' BLOOMS | DOGWOOD ARTS FESTIVAL | BAZILLION BLOOMS | DONATE |  CART

- HOME
- ABOUT
- CALENDAR OF EVENTS
- TRAILS & GARDENS
- EVENTS & EXHIBITS
- APPLICATIONS
- VOLUNTEER
- MERCHANDISE
- SUPPORT DOGWOOD ARTS
- PRESS/MEDIA
- CONTACT



2016 LIMITED EDITION PRINT



KNOXVILLE
FILM FESTIVAL
KNOXVILLE, TENNESSEE
AUGUST 26-28



SUPPORT
DOGWOOD ARTS

 DOGWOOD ARTS  TWITTER FEED

Congrats to People's Choice winner "Lunar Eclipse"! See it at the Rutgers Ave @ornlfcu branch! #AIPP
<https://t.co/ExwNqz090I> 4 days ago

Follow us!    

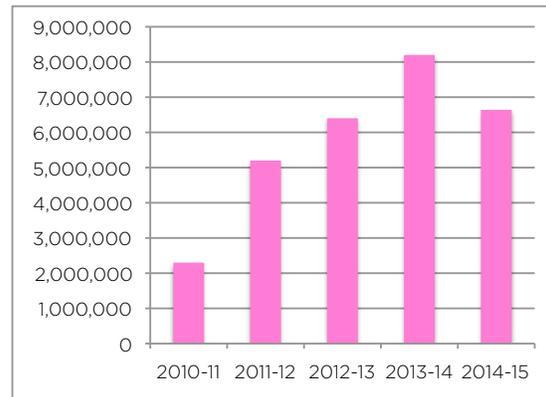
OUR MISSION:
TO PROMOTE AND CELEBRATE OUR REGION'S ARTS, CULTURE, AND NATURAL BEAUTY

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Site design by Nathanna

DOGWOOD ARTS WEB VIEWS

DOGWOODARTS.COM

2008-2009*	445,303
2009-2010*	751,443
2010-2011*	2,300,000
2011-2012*	5,200,000
2012-2013*	6,400,000
2013-2014*	8,200,000
2014-2015*	6,640,280



2016 Total Number of Page Views: 195,348

2016 Unique Visitors: 52,379

2016 Average Time on Site: 2 Minutes, 10 Seconds

TOP 10 TENNESSEE CITIES FOR TRAFFIC/ TOP STATES FOR TRAFFIC

- Knoxville
- Nashville
- Farragut
- Atlanta
- Clarksville
- Oak Ridge
- Maryville
- Chattanooga
- Johnson City
- Memphis

- Tennessee
- North Carolina
- Georgia
- Florida
- Kentucky

TOP 5 REFERRAL SITES

- Facebook Mobile
- Facebook
- Google
- Yahoo
- Visitknoxville.com

DEMOGRAPHICS

66.1% Female

33.9% Male

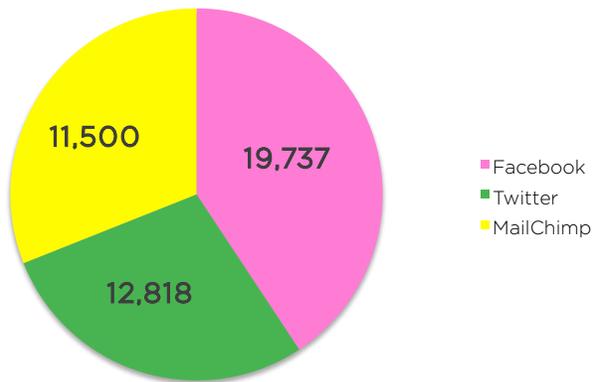
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SOCIAL MEDIA & EMAIL STATS

SOCIAL MEDIA

	2015-16	2014-15	2013-14
Facebook	19,737	14,472	10,626
Twitter	12,818	10,054	6,659
MailChimp	11,500	11,033	9,030
Instagram	3,313	1,030	631

NUMBER OF FANS PER PLATFORM



FACEBOOK GROWTH & REACH

Dogwood Arts

- FY2015 Total Post Impressions: 406,285
- Average Reach Per Post: 1,104
- 42,300 Post Likes

Rhythm N' Blooms

- FY2015 Total Post Impressions: 951,824
- Average Reach Per Post: 2,608
- 25,500 Post Likes



DOGWOODARTS.COM