

**AN OCCASION
FOR THE
ARTS**
WILLIAMSBURG • VIRGINIA

2026
**SPONSORSHIP
OPPORTUNITIES**

AN OCCASION FOR THE ARTS

WILLIAMSBURG • VIRGINIA

SPONSORSHIP IMPACT

150+

NATIONAL PRO ARTISTS

35K

ATTENDEES

58

YEAR OLD EVENT

750+

COMMUNITY PARTICIPANTS

Founded in 1969, An Occasion for the Arts is Williamsburg's established visual and performing arts festival, gathering professional fine artists from around the nation, regional musicians and performers, and vibrant local communities for a celebratory weekend of creativity in the heart of the historic town of Williamsburg, Virginia.

Reach thousands of potential clients, by **demonstrating your support for the arts** as an integral part of a thriving community.



PRIMARY AUDIENCE

Our primary audience are between 38–65, with a household income of over \$81K. They are college educated with fulltime employment that enable travel with their families. With this, they enjoy cultural activities, learning, and creating memories.

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FESTIVAL ZONES

2026 is a year of change for An Occasion for the Arts! In addition to a new Board and new branding, we are proud to offer 5 Zones of interactivity welcoming different ways to interact with the arts.

MAIN STREET Artists

DOG St &
N Boundary St

Over 150 visiting professional visual artists from around the nation will showcase and sell their artwork down historic Duke of Gloucester Street for the 58th year in a row!



The FRONT PORCH

Merchants
Square

Local artists are the backbone of our city's arts community. Come meet them and see the talent that calls Williamsburg home, right here on the Front Porch.



AVANT garden

Wren Building
Garden

Williamsburg's area arts teachers are paving the way for current talented students. Come see what they're working on and become part of the fun!



the BLOCK PARTY

P3 Parking
Lot

Celebrate the live performing artists from our area while enjoying local food and drinks at this inviting party zone!



PATRON'S PATIO

DOG St
Bistro Patio

Gain access to the Patron's Patio, a dedicated space for Sponsors and Donors. Experience special live performances, connect directly with artists, and enjoy free food and beverages.



OCTOBER 3-4, 2026

SPONSORSHIP OPPORTUNITIES 2026



BENEFITS FOR ALL SPONSORS

All sponsors will have their **logo on the Festival website**, receive an invitation to the **Saturday Night Awards Ceremony**, and have access to the **VIP Lounge**. Sponsors at the \$1,000 level and above will have the opportunity to have a **10x10 sponsor booth** onsite at the Festival.

\$15,000 LEVEL PRESENTING SPONSOR

Benefits: Brand recognition on website, logo on all primary event signage, print media, in all press coverage including Press Releases, scheduled remarks at the Main Stage, and opportunity for onsite presence and VIP access.

\$10,000 LEVEL PATRON'S PATIO SPONSOR VIP LOUNGE

Benefits: Brand recognition on VIP Lounge signage, opportunity to table and offer company swag at VIP Lounge, and team employee volunteer opportunity.

IMAGINATION STATION SPONSOR COMMUNITY MURAL

Benefits: Brand recognition on Community Mural infrastructure, opportunity to offer company swag at Mural Info Tent, Sponsor to take home 6'x20' mural for permanent placement in their facility.

ARTIST AWARDS SPONSOR MAIN STREET ARTISTS

Benefits: Logo on Award Ribbons, Present Awards to Artists at Ceremony, in all press coverage including Press Releases, swag at awards ceremony and team employee volunteer opportunity.

\$5000 LEVEL PERFORMING ARTISTS SPONSOR

Benefits: Brand recognition on Main Stage during event, and opportunity to make speech at the Main Stage.

\$2500 LEVEL STUDENT ART EXHIBITION SPONSOR **Qty 6 Available**

Benefits: Brand recognition on Student Art Exhibition signage, opportunity to provide a business brochure at the exhibition tent.

\$1000 LEVEL BLOCK PARTY SPONSOR SPONSOR BOOTHS

Qty 5 Available

Benefits: Opportunity to have a self-provided 10x10 Booth in the Block Party zone of the event.

\$500 LEVEL THE FRONT PORCH SPONSOR LOCAL ARTIST BOOTHS

Qty 20 Available

Benefits: Logo or name on Front Porch Tents, invitation to the Awards Ceremony.

SCAVENGER HUNT MAPS **Qty 1 Available**

Benefits: Logo on all printed maps.