

FRISCO
Arts



KALEIDOSCOPE
PARK



***Reserve your
Sponsorship NOW!***
sponsorship@friscoarts.com



HALL PARK

SATURDAY
OCTOBER 7 2023
8:30AM-10:30AM



EVENT OVERVIEW

In honor of "Frisco Arts Day" as officially proclaimed by Frisco Mayor Cheney in 2017, the Frisco Association for the Arts (Frisco Arts) is thrilled to present the Frisco Arts Walk and Run on Saturday, October 7, 2023 at HALL Park in Frisco. The Frisco Arts Walk & Run is in its 6th year averaging 2,500+ attendees, and in 2018 we were excited to add Frisco's first arts-themed 5k to the event. The 5k starts at 6801 Gaylord Parkway and takes runners through the inspiring HALL Collection of art and by the future performing arts center. The race concludes at the Texas Sculpture Garden, the largest private collection of Texas sculptures ever assembled and made available to the public. Runners and walkers will be immersed in a taste of all the arts with participation from numerous arts and cultural organizations within the North Texas Community. 2023 is sure to be the biggest and best yet and something you do not want to miss.

**Averaging between 2,500-3,000 Attendees,
500+ Racers from 39 cities and 15 states**

ARTS-THEMED 5K | 8:30am - 10:30am

| **7:30am** Check-In

| **7:50am** Welcome Remarks

| **8:30am** Race Begins

Sculptures, Pop-up musicians, dancers, artists along run route

| **9:30am** Race Awards emceed by
Frisco Mayor Jeff Cheney

One-of-a-kind art for winners of each running category, and every runner receives an arts-themed finisher medal.

ALLEN | **ARYGLE** | **ARLINGTON**
AUBREY | **CARROLLTON** | **CEDAR HILL**
CELINA | **COLLINSVILLE** | **COPPELL**
CRANDALL | **DALLAS** | **DENNISON**
DENTON | **FARMERS BRANCH**
FORT WORTH | **FRISCO**
GRAPEVINE | **GUNTER**
HALTOM CITY | **IRVING**
KRUM | **LUBBOCK**
MELISSA | **MESQUITE**
MURPHY | **OAK POINT**
PLANO | **PROSPER**
PROVIDENCE VILLAGE
RICHARDSON | **ROUND ROCK**
ROWLETT | **TEXARKANA** | **THE COLONY**

OTHER STATES:

SPOKANE, WA

JOHNSON CITY, TN

OTHER COUNTRIES:

ANTWERP, BE



PARTICIPANTS
 HAVE JOINED US
 FROM ACROSS
 33 TX CITIES,
 3 STATES &
 2 COUNTRIES

Thank You FOR SUPPORTING THE *Arts!*

2022 PAST COMMUNITY PARTNERS

Collin County Ballet Theatre | Dance
North Texas School of Talent Education | Musicians
Melody of Hope | Singers
The Vocal School of Texas | Music/Singers
Texas Cellos | Musicians
Children's Chorus of Collin County | Singers
Dancing Diva Bollywood | Dance
Rebel Theatrics | Performing Arts
Independence High School | Artists
Leadership Prep School | Musicians
Creating Happy | Visual Arts
Jeremiah Staggs | Visual Arts
Deepa Koshaley | Visual Arts
Teresa Kreiger | Visual Arts
Lucy Tolkunova | Visual Arts
Kim Olivia | Visual Arts
Sidewalk Chalk Artist | Visual Arts
Visual Arts Guild of Frisco | Visual Arts
Rockstars of Tomorrow | Musicians
JC Cello Studio | Musicians
Noel Iverson Orchestra | Musicians
Rising Phoenix Lion Dance | Dance
Team Taal | Dance



**TITLE
SPONSOR**

\$10,000

TITLE SPONSOR



KALEIDOSCOPE PARK

\$10,000

- | Recognition as Title Sponsor of the 2023 Frisco Arts Walk and Run
- | Naming Rights: Title Sponsor to be integrated into the event name and/or graphic (Frisco Arts Walk and Run, presented by NAME)
- | First right of refusal for the 2024 Frisco Arts Walk and Run

Branding Benefits

- | Premier placement of company name and logo on runner shirt and volunteer t-shirt
- | Logo placement on premier Start Line and Finish Line structure
- | Signage throughout all race areas
- | Company name and logo on promotional pre-and post race videos (10K+ impact impressions)
- | Company logo incorporated into signature event photo backdrop

Digital Benefits

- | Company name and logo on race website (linked)
- | Company name and logo used throughout social media platforms to 10K followers and newsletter with 5K subscribers
- | Email distribution to Frisco Arts membership and race coordinator database

Print Benefits

- | Company name and logo on ALL print media including advertising, posters, save-the-dates, and race pamphlets

Public Relations Benefits

- | Company name used in all press releases
- | Direct participation in the awards ceremony by company representative

Sales/Promotion Benefits

- | Option for company representative to speak at pre-race kick-off event
- | Option for company representative to make presentation on entertainment stage
- | Opportunity to put company branded item in swag bag

On-Site & Hospitality Benefits

- | Complimentary vendor booth space (BYO tent, table, and chairs)
- | Premium booth placement within the festival area
- | 10 complimentary 5k entries





HOST
SPONSOR

\$5,000

HOST SPONSOR



\$5,000

| Recognition as exclusive Interactive Arts Sponsor of the 2023 Frisco Arts Walk and Run

Branding Benefits

| Medium company name and logo on runner shirt and volunteer t-shirt
| Signage throughout the course including mile markers, directional signs, and information signs

Digital Benefits

| Company name and logo on race website (linked)
| Company name and logo used throughout social media platforms to 10K followers and newsletter with 5K subscribers

Print Benefits

| Company name and logo on ALL print media including advertising, posters, save-the-dates, and race pamphlets

Public Relations Benefits

| Company name and/or logo used in all press releases

Sales/Promotion Benefits

| Opportunity to put company branded item in swag bag

On-Site & Hospitality Benefits

| Complimentary vendor booth space (BYO tent, table, and chairs)
| 10 complimentary 5k entries



**MEDAL
SPONSOR**

**\$5,000
OPEN**



MEDAL SPONSOR

\$5,000

| Recognition as Awards Sponsor of the 2023 Frisco Arts Walk and Run

Branding Benefits

| Medium company name and logo on runner shirt and volunteer t-shirt
| Branded Medal Stand Signage

Digital Benefits

| Company name and logo on race website (linked)
| Company name and logo used throughout social media platforms to 10K followers and newsletter with 5K subscribers

Print Benefits

| Company name and logo on ALL print media including advertising, posters, save-the-dates, and race pamphlets

Public Relations Benefits

| Company name and/or logo used in all press releases

Sales/Promotion Benefits

| Opportunity to put company branded item in swag bag

On-Site & Hospitality Benefits

| Complimentary vendor booth space (BYO tent, table, and chairs)
| 10 complimentary 5K entries





MEDIA SPONSOR

\$5,000

| Recognition as exclusive Media Sponsor of the 2023 Frisco Arts Walk and Run

Branding Benefits

| Medium company name and logo on runner shirt and volunteer t-shirt
| Signage throughout the course including mile markers, directional signs, and information signs

Digital Benefits

| Company name and logo on race website (linked)
| Company name and logo used throughout social media platforms to 10K followers and newsletter with 5K subscribers

Print Benefits

| Company name and logo on ALL print media including advertising, posters, save-the-dates, and race pamphlets

Public Relations Benefits

| Company name and/or logo used in all press releases

Sales/Promotion Benefits

| Opportunity to put company branded item in swag bag

On-Site & Hospitality Benefits

| Complimentary vendor booth space (BYO tent, table, and chairs)
| 10 complimentary 5K entries





ARTS AWARD SPONSOR | \$1,000

Digital Benefits

- Company name on race website
- Company Special Feature on Social Media to 10K followers and newsletter with 5K subscribers

Print Benefits

- Company Logo listed under Community Partner on Event T-shirt
- Company logo prominently displayed at Arts Award area for the category race winners

On-Site & Hospitality Benefits

- Company representative opportunity at Arts Award area
- Two 50% off 5k entries
- Vendor Booth placement at the 5k Start/Finish Line (BYO tent, table, chairs, etc.)
- Exclusive recognition as a key sponsor during the awards ceremony
- Company logo prominently displayed on signage at tables and stands



SIDEWALK CHALK SPONSOR | \$1,000

Digital Benefits

- Company name on race website
- Company Special Feature on Social Media to 10K followers and newsletter with 5K subscribers

Print Benefits

- Company Logo listed under Community Partner on Event T-shirt

On-Site & Hospitality Benefits

- Company logo included on the Interactive sidewalk chalk artwork
- Company representative opportunity at Sidewalk Chalk area
- Two 50% off 5k entries
- Vendor Booth placement at the 5k Start/Finish Line (BYO tent, table, chairs, etc.)



WATER STATION SPONSOR | \$1,000

Digital Benefits

- Company name on race website
- Company Special Feature on Social Media to 10K followers and newsletter with 5K subscribers

Print Benefits

- Company Logo listed under Community Partner on Event T-shirt

On-Site & Hospitality Benefits

- Company logo prominently displayed at Finish Line for all runners to receive a water bottle
- Company representative opportunity at Water Station
- Two 50% off 5k entries
- Vendor Booth placement at the 5k Start/Finish Line (BYO tent, table, chairs, etc.)



HOSPITALITY SPONSOR | \$1,000

Digital Benefits

- | Company name on race website
- | Company Special Feature on Social Media to 10K followers and newsletter with 5K subscribers

Print Benefits

- | Company Logo listed under Community Partner on Event T-shirt

On-Site & Hospitality Benefits

- | Company logo included at breakfast/coffee area for volunteers and interactive partners
- | Company representative opportunity at hospitality area
- | Two 50% off 5k entries
- | Vendor Booth placement at the 5k Start/Finish Line (BYO tent, table, chairs, etc.)



COMMUNITY PARTNER | \$500

Your support will be matched with one of our current Community Arts Members

Digital Benefits

- | Company name on race website
- | Company Special Feature on Social Media to 10K followers and newsletter with 5K subscribers

Print Benefits

- | Company Logo listed under Community Partner on Event T-shirt
- | Company Logo on Signage placed at selected Site

On-Site & Hospitality Benefits

- | Two 25% off 5k entries
- | Vendor Booth placement at the 5k Start/Finish Line (BYO tent, table, chairs, etc.)



VENDOR BOOTH | \$250

On-Site & Hospitality Benefits

- | 10 x10 Vendor Booth space at the 5k Start/Finish Line (BYO tent, table, chairs, etc.)





SATURDAY
OCTOBER 7
 8:30AM-10:30AM **2023**

SPONSOR COMMITMENT *

Level of Sponsorship

- Title Sponsor (Filled) - \$10,000
- Host Sponsor (Filled) - \$5,000
- Medal Sponsor - \$5,000
- Media Sponsor - \$5,000
- Arts Award Sponsor - \$1,000
- Sidewalk Chalk Sponsor - \$1,000
- Water Station Sponsor - \$1,000
- Hospitality Sponsor - \$1,000
- Community Partner - \$500
- Vendor Booth - \$250

DEADLINE: September 1, 2023

Payment can be made at friscoarts.org
 or send a check to:

Frisco Arts Foundation
 3201 Dallas Pkwy, Suite 211
 Frisco, TX 75034

Contact Donna Schmittler:
sponsorship@friscoarts.org
469.400.2756

* Sponsor benefits subject to change if commitment form not received before 8/1/23 to submit print and race items. Please confirm with Sponsorship Committee for important deadlines.

** Payment must be made in full to secure a vendor booth reservation by September 1, 2023.

SPONSOR COMPANY/ORGANIZATION NAME

SPONSOR NAME (as you would like it to appear)

SPONSOR CONTACT NAME

MAILING ADDRESS

CITY | STATE | ZIP

MOBILE PHONE

EMAIL ADDRESS

WEBSITE

PRINT NAME AND TITLE

SIGNATURE