



September 7th - 8th
Franklinton Arts District

2024 Sponsor Opportunities





SCRRAWL

What's It All About?

Columbus' longest running mural festival returns for its 18th year this September 7th and 8th, 2024, with immersive mobile mural experiences from the city's best visual artists. In addition to witnessing murals galore, guests will explore the Franklinton Arts District; support works of local creative vendors; enjoy DJ sets, live performers, and dance exhibitions; eat at the city's best food trucks; and learn about the community organizations making an impact within the Franklinton neighborhood. With an estimated attendance of 7,500 - 10,000, Scrawl will be a Central Ohio premier arts event!

Our annual live-mural painting event is the ultimate celebration of art and creativity in Franklinton. By supporting Scrawl, you're not only investing in the arts, but also showcasing your commitment to creativity, culture, and community. Your support will fund the creatives involved in making this event successful as well as arts programming and artist opportunities throughout the year provided by Franklinton Arts District. We invite you to choose the sponsorship level that aligns with your goals and values, and join us in making Scrawl an unforgettable experience for all.

Sponsorship Opportunities

PRESENTING SPONSOR - \$15,000

Presenting sponsor is named directly within Event Title in all instances (“presented by COMPANY”) and provided the following hospitality and recognition benefits, including, but not limited to:

- Naming rights to Artists’ Favorite or Audience Favorite Award
- 15 VIP Packages
 - 2 Drink Tickets per package
 - Complimentary Supporter T-shirt
 - Invite to pre VIP Party
- 15 complimentary tickets to the Scrawl Crawl
- Earned media/news articles/press releases
- Sponsorship recognition via all social media platforms
- Logo placement on all marketing materials and website
- Logo placement on event signage, wayfinding, & merchandise
- On-site activation during Scrawl
- Additional benefits available upon request

PARTNER SPONSOR - \$10,000

Partner sponsors will enjoy the following hospitality and recognition benefits:

- Naming rights to VIP Lounge, YEA! Program, or Scrawl Crawl
- 10 VIP Packages
 - 2 Drink Tickets per package
 - Complimentary Supporter T-shirt
 - Invite to pre VIP Party
- 10 complimentary tickets to the VIP Lounge
- 10 complimentary tickets to the Scrawl Crawl
- Earned media/news articles/press releases
- Sponsorship recognition via all social media platforms
- Logo placement on all marketing materials and website
- Logo placement on signage & merchandise
- On-site activation during Scrawl
- Additional benefits available upon request

Sponsorship Opportunities

SUPPORTING SPONSOR - \$5,000

Supporting sponsors will enjoy the following hospitality and recognition benefits:

- Naming rights to Artist and Volunteer Lounge or Main Stage
- 8 VIP Packages
 - 2 Drink Tickets per package
 - Complimentary Supporter T-shirt
 - Invite to pre VIP Party
- 8 complimentary tickets to the VIP Lounge
- 8 complimentary tickets to the Scrawl Crawl
- Sponsorship recognition via all social media platforms
- Logo placement on all marketing materials and website
- Logo placement on signage & merchandise
- Additional benefits available upon request

COMMUNITY SPONSOR - \$1,000

Community sponsors will enjoy the following hospitality and recognition benefits:

- 4 VIP Packages
 - 2 Drink Tickets per package
 - Complimentary Supporter T-shirt
 - Invite to pre VIP Party
- 4 complimentary tickets to the Scrawl Crawl
- Sponsorship recognition via all social media platforms
- Name placement on all marketing materials and website
- Name placement on signage & merchandise

FRIENDS OF FRANKLINTON - \$500

Friends of Franklinton will enjoy the following hospitality and recognition benefits:

- 2 VIP Packages
 - 2 Drink Tickets per package
 - Complimentary Supporter T-shirt
 - Invite to pre VIP Party
- 2 complimentary tickets to the Scrawl Crawl
- Sponsorship recognition via all social media platforms
- Name placement on all marketing materials and website
- Name placement on signage & merchandise

In-Kind Sponsors

In-kind Sponsorships and other opportunities are available. Want to sponsor this event in another way? Contact Liz Kirkpatrick to learn more: liz@franklintonartsdistrict.com

IN-KIND SPONSORS - <\$1,000

- 2 VIP Packages
 - 2 Drink Tickets per package
 - Complimentary Supporter T-shirt
 - Invite to pre VIP Party
- 2 complimentary tickets to the Scrawl Crawl
- Sponsorship recognition via all social media platforms
- Name placement on all marketing materials and website
- Name placement on signage & merchandise

All sponsorships must be confirmed by 8/16/24 in order to be included in marketing materials.

Thank you for your consideration and support of Scrawl and the Franklinton Arts District

*Sophie Hess, Board President
Blake Compton, Vice President*

