



COUNCIL UPDATE
Festivals & Special Events
Process, Policy, Strategy

PREVIEW

A group of children in white martial arts uniforms are performing outdoors on a paved area. They are in various poses, some looking towards the camera and others looking to the side. The background shows trees and other people, suggesting a community event or festival. A large green banner is overlaid on the image, containing text.

STRATEGIC GOAL: **VIBRANT & INCLUSIVE COMMUNITY**

Improve festivals and events with a focus on spaces, policies, partners, sponsorship, content, and infrastructure.

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SIGNATURE TOWN FESTIVALS

COMMUNITY PARTNER EVENTS

OUTDOOR SPECIAL EVENTS



IMPROVE
LEGACY FESTIVALS
●
ENVISION
NEW EVENTS



NEW SPACES
○
NEW PARTNERS

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PROCESS IMPROVEMENTS



OUTDOOR SPECIAL EVENT PERMITS

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SAVE THE DATES

- **Plastic-Free Eggstravaganza**
Saturday, March 28
- **Near + Far Festival**
Sunday, April 19
- **Rodeo on Rosemary**
Sunday, May 17
- **Fourth of July Fireworks**
Saturday, July 4
- **Festifall Arts Festival**
October 2020



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NEW POLICY

MARKETING PARTNERSHIP



ARTS + CRAFT MARKET

PRESENTED BY:

YOUR DAILY LOCAL NEWS SOURCE
CHAPELBORO.COM

97.9 THE HILL

CHAPELHILLFESTIFALL.COM
f t i #FESTIFALL



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NEAR & FAR

A Local Celebration of Global Cultures

SUNDAY, APRIL 19 | 1 - 5 PM

ROSEMARY ST. & COLUMBIA ST.

DOWNTOWN CHAPEL HILL



ABOUT NEAR & FAR

Near & Far is a downtown festival celebrating the diverse cultures of the Chapel Hill community. Now in its third year, the festival will continue to showcase art, music, dance, and cuisine from around the world. This year, Near & Far moves to the corner of Rosemary & Columbia Streets to accommodate larger crowds, a bigger performance stage, a new arts market, and more activities for all ages.

JOIN THE FESTIVAL

By supporting the Near & Far Festival, your organization has the opportunity to:

- + Connect with local and regional audiences of all ages
- + Foster increased understanding of our diverse community
- + Position your organization as a supporter of arts and culture

We'd love to talk about the opportunities listed on the next page or develop a custom partnership to match your specific interests.

chapelhillarts.org/nearandfar 

NEW POLICY MARKETING PARTNERSHIP

SPONSORSHIP OPPORTUNITIES

Media trades and trades for specific services are welcomed on a case-by-case basis. We are happy to create a custom package tailored to your interest.

Event Benefits	Presenting \$5000	Champion \$3000	Friend \$1000
Exclusive Naming Rights	▶		
Stage Announcements	6	4	2
On-site Banners	3	1	
10' x 10' Tent Space	1	1	1
Parking Passes	4	2	1
Media Exposure			
Print Advertisements	LOGO		
Event Website	LOGO	LOGO	LOGO
Event Poster	LOGO	LOGO	LOGO
Event eNews	LOGO	LOGO	LOGO
Social Media	TAGGED	TAGGED	



• **QUESTIONS?** •

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**COMMUNITY
ARTS & CULTURE**