



# Driftless Area Art Festival

An Event of Community Development Alternatives, Inc., a 501(c)(3) Organization  
Po Box 72, Prairie du Chien, WI 53821

The Driftless Area Art Festival would have marked its 16th year in 2020, and although we were unable to hold an in-person event, we held a virtual event for artists and attendees utilizing various social media sites. Although not as successful as the in-person festival, the participating artists were grateful for our attempts during this difficult time.

- An average of art sales for the past 5 years is estimated at \$122,000 each year, and adds up to over \$1,400,000 since we started in 2005. We've improved artists' incomes and helped make art endeavors viable businesses in our area.
- Our area is becoming known for its focus on foods, and we are part of it. Our food vendors have sold an average of \$16,600 of local, often organic offerings in each of the past 5 years, totaling approximately \$83,000 during that time.
- We've positively affected area businesses—motels, bed & breakfasts, campgrounds, restaurants, shops, service stations, orchards—who also benefit from our attendees. The total of the festival's economic impact the past 5 years, using the established Wisconsin Department of Tourism formula, is over \$1.8 million, with the average annual impact is estimated at \$372,000.

We've made children an important component of the festival:

- Our Youth Art tent, with its KidsArt Gallery, KidsArt Creativity Zone, and Teen Art Gallery, has been a place for children and teens to express themselves and learn about art.
- Although we missed the in-person festival this year, we look forward to 2021 so every child will be able to give an artist (of any type) a "You are My Favorite Artist" award. This will continue to engage children and delight the artists who received the awards.
- Auction of the 2019 winning KidsArt pieces will take place at the 2021 festival. We are proud to encourage art education and to date, have contributed \$15,460 for art education in our schools.

The 2021 Driftless Area Art Festival will be held September 18-19 in Soldiers Grove, Wisconsin. Although we realize that 2020 has been a difficult year financially for many area businesses, we look forward to a better 2021. Again, we are asking for your support, as income from booth fees cannot sustain an event of this caliber. We are simply asking for your pledge now, and will invoice you in June, 2021.

You are indispensable to our continued success. Thank you for what you have done in the past and for helping us this year and into the future.

Sincerely,

Phil and Anita Tegen, Co-Chairs  
Lori Bekkum, Festival Coordinator  
On behalf of the Driftless Area Art Festival Organizing Committee

[www.DriftlessAreaArtFestival.com](http://www.DriftlessAreaArtFestival.com)

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## Festival

- On average the event drew over 4,700 attendees
- Average attendee zip codes from 237 locations, 16 states
- 86% of past surveys say art festival is primary purpose of trip
- Total average on-site expenditures of \$145,900



## Visual Arts

- Exhibitors are limited to artists from the Driftless Area
- 2020 event juried 69 artists
- Five year average artist sales were over \$121,000
- Surveys show that the artists consistently rate this festival very highly compared to others in which they participate

## Youth Art

- KidsArt draws, on average, entries from over 11 area school districts
- Kids Creativity Zone is always very popular
- Auction of 2019 prize-winning pieces will raise additional funds for school art programs in 2021 (total since inception \$15,460)
- A drawing sent another \$500 to art education (total since inception \$2,500)
- Teen Art Gallery will also be a part of the 2021 festival



## Culinary Arts

- In 2021, culinary arts will once again feature regional food from organic to local to heritage selections
- Local beers and coffee will be featured
- Food vendors grossed an average \$16,600 annually for the past five years



## Performing Arts

- Performance artists come from the Driftless Area
- In 2021, we look forward to the continuous entertainment that our musical artists will provide
- Many attendees extend their stays to enjoy the “concerts”



## Silent Auction

- Will be in its fifth year
- Participating artists are always generous with their donations of original art
- Auction has raised approximately \$11,500 in support of the festival



## Economics

- Using Wisconsin Dept. of Tourism guidelines, art festival attendees contribute on average \$372,000 to regional businesses (lodging, dining, shopping, services)
- The art festival operates on a break-even basis



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## 2021 Sponsorship Pledge

Sponsorship	Annual Investment	Recognition
Benefactor	\$500	<ul style="list-style-type: none"><li>• Name on art festival website, plus link</li><li>• Listing in art festival program as Benefactor</li><li>• Quarter-page advertisement in program</li><li>• Name in selected press releases</li><li>• Invitation to Saturday evening reception</li></ul>
Patron	\$250	<ul style="list-style-type: none"><li>• Name on art festival website, plus link</li><li>• Listing in art festival program as Patron</li><li>• One eighth-page advertisement in program</li><li>• Invitation to Saturday evening reception</li></ul>
Supporter	\$100	<ul style="list-style-type: none"><li>• Name on art festival website, plus link</li><li>• Listing in art festival program as Supporter</li><li>• Invitation to Saturday evening reception</li></ul>

Please let us know of your intention as soon as possible.

Yes, we would like to be a sponsor at the \_\_\_\_\_ level.

We will invoice you in June, 2021

Sorry, we are unable to be a sponsor this year

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Authorized By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**Thank you for your support of the Driftless Area Art Festival**

Community Development Alternatives, Inc. is a 501(c)(3) nonprofit corporation.  
Under the IRS guidelines, your contribution is tax deductible to the full extent of the law.

## *Driftless Area Art Festival*

<b>Partnership</b>	<b>Annual Investment</b>	<b>Investment Use</b>	<b>Recognition</b>
Presenting Partner	\$5,000	<ul style="list-style-type: none"> <li>• Entry Tent Rental</li> <li>• Site Services</li> <li>• Festival Signage</li> <li>• Programs</li> <li>• Promotion</li> </ul>	<ul style="list-style-type: none"> <li>• Name/logo on art festival website, plus link</li> <li>• Full-page ad on inside front cover of program</li> <li>• Name on banner in each entry tent</li> <li>• Name in all press releases</li> <li>• Invitation to reception</li> </ul>
Performing Arts Partner	\$3,000	<ul style="list-style-type: none"> <li>• Tent Rental</li> <li>• Stage/Chair Rental</li> <li>• Main Stage Signage</li> <li>• Performing Artist Fees</li> </ul>	<ul style="list-style-type: none"> <li>• Name/logo on art festival website, plus link</li> <li>• Half-page ad on inside back of program</li> <li>• Name on main stage banner</li> <li>• Name in all press releases</li> <li>• Invitation to reception</li> </ul>
Reception Partner	\$3,000	<ul style="list-style-type: none"> <li>• Catering</li> <li>• Wine and Beverage Costs</li> <li>• Performance Artist Fees</li> <li>• Reception Signage</li> </ul>	<ul style="list-style-type: none"> <li>• Name/logo on art festival website, plus link</li> <li>• Half-page ad on inside back of program</li> <li>• Name on reception banner</li> <li>• Name in all press releases</li> <li>• Invitation to reception</li> </ul>
Culinary Arts Partner	\$1,500	<ul style="list-style-type: none"> <li>• Tent Rental</li> <li>• Table/Chair Rental</li> <li>• Food Court Signage                             <ul style="list-style-type: none"> <li>○ Vendor Name</li> <li>○ Vendor Menu</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Name/logo on art festival website, plus link</li> <li>• Half-page ad in program</li> <li>• Name on food area banner</li> <li>• Name in all press releases</li> <li>• Invitation to reception</li> </ul>
Youth Art Partner	\$1,500	<ul style="list-style-type: none"> <li>• Tent Rental</li> <li>• Table/Chair Rental</li> <li>• KidsArt Signage</li> <li>• Displays</li> <li>• Art Materials</li> </ul>	<ul style="list-style-type: none"> <li>• Name/logo on art festival website, plus link</li> <li>• Half-page ad in program</li> <li>• Name on Youth Art banner</li> <li>• Name in all press releases</li> <li>• Invitation to reception</li> </ul>
Publicity Partner	\$1,000	<ul style="list-style-type: none"> <li>• Additional advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Name/logo on art festival website, plus link</li> <li>• Half-page ad in program</li> <li>• Name on publicity banner</li> <li>• Name in selected press releases</li> <li>• Invitation to reception</li> </ul>
General Partner	\$1,000	<ul style="list-style-type: none"> <li>• Staging and Promotion</li> </ul>	<ul style="list-style-type: none"> <li>• Name/logo on art festival website, plus link</li> <li>• Half-page ad in program</li> <li>• Name on publicity banner</li> <li>• Name in selected press releases</li> <li>• Invitation to reception</li> </ul>

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## 2021 Partnership Pledge

In support of the Driftless Area Art Festival, we wish to commit to the partnership listed below:

Partnership Category: \_\_\_\_\_

Annual Financial Commitment: \_\_\_\_\_

Please let us know of your intention as soon as possible.  
We will invoice you in June, 2021

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Authorized By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**Thank you for your support of the Driftless Area Art Festival**

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