

Festival Overview

Sponsorship Opportunities, Contact:
Bob Sicard | Senior Development Officer
bsicard@promotionandarts.org | 443.263.4321

- 350,000 attendees over three days of festival
- Economic impact = \$28.5 million
- 2020 marks the 39th year
- 140 Artists and Makers
- Live concerts on outdoor stage
- Immersive visual arts experiences
- Robust performing arts program
- Dance, fashion, street theater, and jazz
- Family-friendly events and entertainment
- Film, experimental music, improv and comedy
- Inquisitive literary arts program
- Culinary arts with delicious local eats and refreshing beverage program

TLC, 2018



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Sponsorship Benefits:

Title Naming & Presenting Sponsorship Rights | Activation Exhibit Space
Category Exclusivity | Website | Digital | Social Media | Hospitality
Logo Marks | Employee Volunteer Opps | Signage

Festival Location:

Midtown Baltimore | Station North Arts & Entertainment District
campus includes Penn Station-Amtrak | Parkway Theater
University of Baltimore | Maryland Institute College of Art
Patricia & Arthur Modell Performing Arts Center at The Lyric

Iconic and New Features:

- The Artists' Market— featuring 140 artisans in three unique marketplaces throughout the festival footprint, shoppers can explore handcrafted jewelry, prints, paintings, etc.
- Headline concerts, and Baltimore-based and regional talent on three outdoor stages.
- The Art of Food Stage —the festival's new Culinary Arts program; poised at the intersection of health and art, festival-goers can sample and take home nutritious recipes to feed their body and soul.
- Artscape Network—Citywide organizations hosting events and activities during the month of July in Baltimore will be highlighted as an extended program of Artscape - a very broad reach for BOPA's four artistic disciplines: visual arts, performing arts, literary arts and culinary arts.
- Kidscape—for youth and school-aged children, Kidscape showcases family-friendly organizations and entertainers with fun craft ideas, hands-on activities and workshops, demonstrations, creative dance and performances.
- Visual Arts Installations—A trademark of Artscape is the festival's exciting and thoughtfully curated visual arts program. Featuring new works commissioned by BOPA, as well as existing works, Artscape is passionate about showcasing Baltimore based, regional and international artists and giving artists a platform to display their sculptures, interactive artworks, exhibits and more.