




ARTSCAPE

May 24-25 2025



Celebrating Baltimore's Creativity, Culture, & Innovation



ABOUT ARTSCAPE



ARTSCAPE 2025: BOLD. TRANSFORMATIVE. UNAPOLOGETICALLY BALTIMORE.

Artscape is more than a festival—it's a force. A dynamic collision of art, culture, and community impact, transforming Baltimore into a living, breathing canvas of creativity. For over 40 years, Artscape has been a catalyst for artistic expression, economic impact, and cultural transformation. Now, as part of Mayor Scott's Downtown Rise Initiative, Artscape is moving into the heart of Downtown Baltimore, reimagining how a weekend festival can fuel long-term impact through creative placemaking and sustainable community investment.

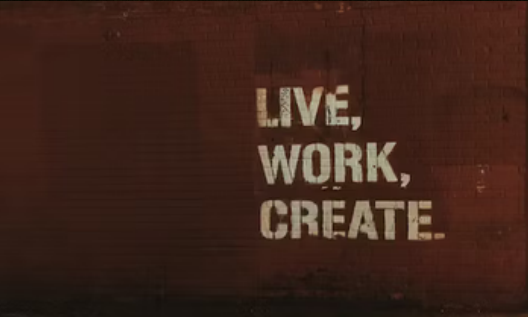
In 2023, we redefined the festival model—Artscape became a tool for city transformation, turning underutilized spaces into vibrant hubs of artistic energy. In 2025, we go even further, delivering immersive public art, high-impact installations, and curated experiences that elevate and celebrate Baltimore's creative industry like never before.

OUR GOALS



Artscape is more than just a festival—it is a catalyst for economic growth, cultural enrichment, and community empowerment. It represents an investment in Baltimore's people, neighborhoods, and creative economy by generating jobs, fostering long-term artistic opportunities, and strengthening the city's cultural identity. Through Artscape, we will:

- Establish a premier arts festival that celebrates creativity on a global scale.
- Champion and showcase the talents of hundreds of local, regional, and national creatives.
- Drive economic growth and attract tourism through vibrant cultural programming.
- Uphold a steadfast commitment to artists by placing them at the center of our mission.
- Design a cohesive festival layout, featuring “immersive tracks” for film & TV, visual art, music, culinary arts, conversation, and multi-disciplinary art practices.
- Invest in sustainable, long-term art-based community projects.



WHAT'S NEW

Scout Art Fair is a groundbreaking addition to the 2025 Baltimore Artscape festival conceptualized by celebrated artist and proud Baltimorean, Derrick Adams. Set in the historic War Memorial Building, Scout Art Fair is more than an art show—it's a celebration of Baltimore's thriving creative spirit and a platform for artistic excellence. Featuring works from over 50 renowned and emerging artists from the DMV and beyond, the Fair promises a dynamic blend of original art, interactive experiences, and cultural innovation. With live artist talks, curated presentations, and immersive activities like a Baltimore-themed crab painting contest, Scout Art Fair is designed to inspire, engage, and elevate the Artscape experience for all who attend.

PROGRAM HIGHLIGHTS

- **Scout Art Fair** – Curated by renowned artist Derrick Adams, this bold art showcase at the War Memorial Building will present 50+ emerging and established artists, immersive installations, and cutting-edge cultural programming.
- **Main Stage and Local Talent** - A celebration of music and performance across two stages featuring nationally recognized artists and captivating local talent
- **Sondheim Exhibition** – A premier visual arts exhibition featuring the work of the semi-finalists for the prestigious Janet & Walter Sondheim Art Prize, an award that recognizes the best talent in contemporary art in the Baltimore region.
- **In Conversation Series** – A curated dialogue series featuring unexpected pairings of thought leaders, artists, and cultural visionaries engaging in provocative discussions on the future of the arts, technology, culture, and creative economies—challenging perspectives and inspiring new ideas.
- **Beyond the Reel** – A new program track spotlighting the intersection of cinema, television, and digital storytelling that includes screenings, panel discussions, and filmmaker showcases, which celebrate the impact of Baltimore's film and television industry.

Please note that festival schedule, program tracks, and stage locations are subject to change as programming is confirmed.

PROGRAM HIGHLIGHTS (continued)

- **The Flavor Lab** – A culinary experience celebrating Baltimore’s rich food culture, featuring top chefs, food innovators, and immersive dining experiences.
- **Immersive Light Installation** – A mesmerizing digital art experience, curated by Central Baltimore Partnership features projection mapping, interactive installations, and large-scale immersive environments that transform the cityscape into a glowing, dreamlike spectacle.
- **Kidscape** – A family-friendly activation designed to engage young audiences through hands-on art experiences, performances, and interactive storytelling.
- **Artscape After Dark** – The festival comes alive at night with electrifying performances, DJ sets, and avant-garde installations, creating an after-hours experience unlike any other.
- **Public Space Renewed** - Through a blend of public art, lighting installations, green spaces, and immersive experiences, this initiative will revitalize the underpasses beneath the Jones Falls Expressway (JFX), turning them into artist-led, community-driven spaces.

Please note that festival schedule, program tracks, and stage locations are subject to change as programming is confirmed.



THE SCHEDULE

Thursday, May 22.

- Scout Art Fair - Art collector preview night (Invite only)

Friday, May 23.

- Mayor's Open Reception (Invite only)

Saturday, May 24.

- 11 AM - 10 PM Festival Operations

Sunday, May 25.

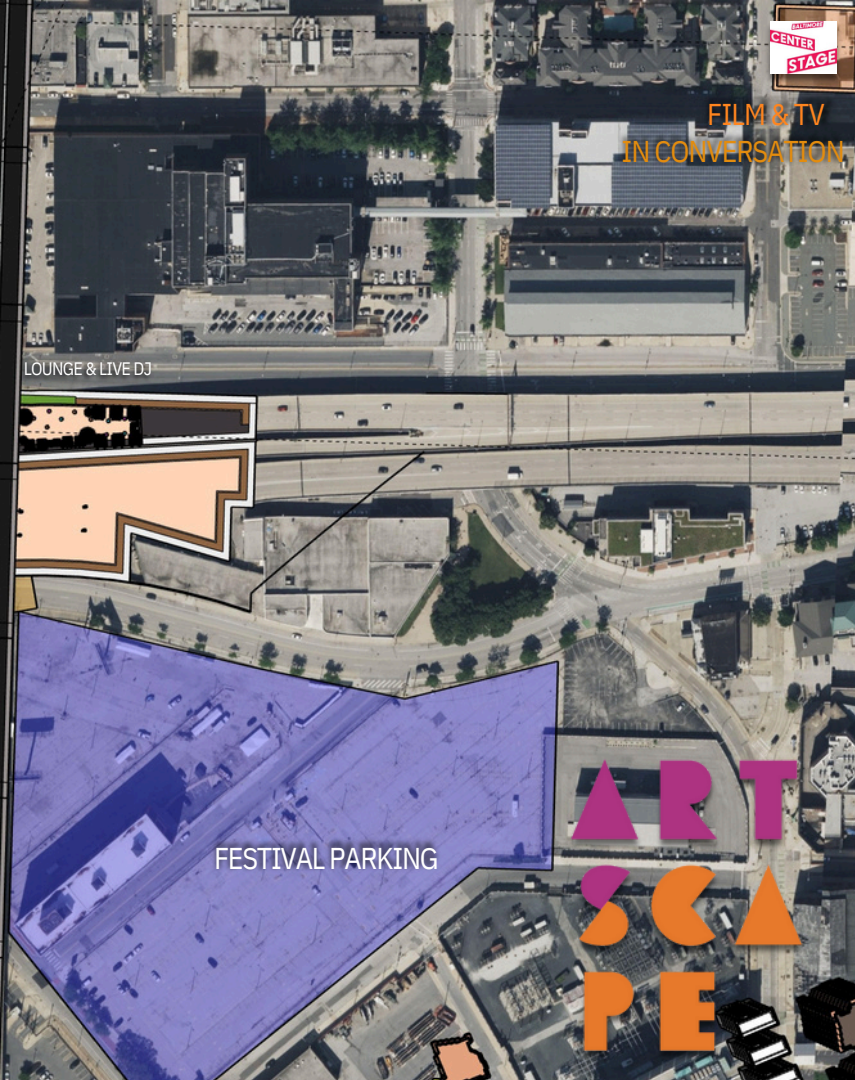
- 11 AM - 10 PM Festival Operations

Please note that festival schedule, program tracks, and stage locations are subject to change as programming is confirmed.

ARTSCAPE 2025



FILM & TV
IN CONVERSATION



PARTNERSHIP OPPORTUNITIES



VISIONARY SPONSORSHIP

\$100,000

Catalyzes long-term impact in shaping the future of Baltimore's creative community.

Benefits:

- Exclusive naming rights to a Presenting Sponsor Program Track
- Speaking opportunity on the Main Stage
- Branded, bespoke activation in a prime festival location
- Fifteen (15) tickets to the Scout Preview & VIP opening reception
- Curated backstage experiences with top artists and performers, including photos ops and meet and greets
- VIP hospitality suite for executives and partners during Main Stage performances
- Custom content collaboration for brand storytelling across digital channels
- Logo inclusion and recognition as a Visionary Sponsor on all festival-wide signage, digital, and print assets
- Priority media exposure in national press releases and Artscape marketing
- Rights to use the Artscape 2025 brand in proprietary campaigns
- Post-Event Wrap-Up Report with photos



**Note: Sponsorship must be confirmed prior to XXXX to receive logo inclusion on print assets*

PIONEER SPONSORSHIP

\$50,000

Pushes boundaries, fosters innovation, and drives cultural transformation.

Benefits:

- Naming rights to a Presenting Sponsor Program Track
- Branded activation in an excellent festival location
- Eight (8) tickets to the Scout Preview & VIP opening reception
- Curated backstage experiences with top artists and performers, including photos ops and meet and greets
- VIP hospitality suite for executives and partners during Main Stage performances
- Logo inclusion and recognition as a Pioneer Sponsor on all festival-wide signage, digital, and print assets
- Priority media exposure in national press releases and Artscape marketing
- Rights to use the Artscape 2025 brand in proprietary campaigns
- Post-Event Wrap-Up Report with photos



**Note: Sponsorship must be confirmed prior to XXXX to receive logo inclusion on print assets*

ICON SPONSORSHIP

\$25,000

An unapologetic leader, trendsetter, and kingmaker.

Benefits:

- Naming rights to a Premier Sponsor Program Track
- Branded activation in an excellent festival location
- Six (6) tickets to the Scout Preview & VIP opening reception
- Curated backstage experiences with top artists and performers, including photos ops and meet and greets
- Logo inclusion and recognition as an Icon Sponsor on all festival-wide signage, digital, and print assets
- Media exposure in national press releases and Artscape marketing
- Rights to use the Artscape 2025 brand in proprietary campaigns
- Post-Event Wrap-Up Report with photos



**Note: Sponsorship must be confirmed prior to XXXX to receive logo inclusion on print assets*

CHAMPION SPONSORSHIP

\$10,000

Uplifts and supports Baltimore’s creative community.

Benefits:

- 10 x 10 branded activation on festival footprint
- Logo inclusion and recognition as a Champion Sponsor on all festival-wide signage, digital, and print assets
- Media exposure in national press releases and Artscape marketing
- Rights to use the Artscape 2025 brand in proprietary campaigns
- Post-Event Wrap-Up Report with photos



**Note: Sponsorship must be confirmed prior to XXXX to receive logo inclusion on print assets*

PRESENTING SPONSOR PROGRAM TRACKS

Performance Stages

Main stage featuring national talent and artist stage featuring local talent

Public Space Renewed

Large scale outdoor murals, immersive lighting exhibitions, and green spaces

Scout Art Fair

Interactive exhibition feature 50+ emerging and established artists

In Conversation Series

Visionaries from disparate industries come together to engage in unexpected dialogue



PREMIER SPONSORSHIP PROGRAM TRACKS

Sondheim Exhibition

Exhibition of the region's most promising visual art talent

Beyond the Reel Film & Television Track

Screenings, panel discussions, and filmmaker showcases

The Flavor Lab Culinary Experience

Dining experiences that celebrate Baltimore's rich food culture

Kidscape

Family-friendly, arts-based activities and events

Artscape After Dark

Late night performances, DJ sets, and avant-garde installations

Green Rooms and Hospitality Suites

Food, beverage, and amenities for Artscape's talent and special guests



CONTACT & SPONSORSHIP INQUIRIES

Stacy Handler
stacy@bloomartsstrategy.com
305-978-0870

Robyn Murphy
rmurphy@promotionandarts.org
443-226-1696



**FOR THE LOVE
OF ART!**

