

## Janus and the Cherry Creek Arts Festival

### Introduction & Description of Main Event

No other arts festival in North America has been as lauded as the Cherry Creek Arts Festival. It has received an unprecedented four times, the Gold Grand Pinnacle from the International Festivals & Events Association (IFEA), distinguishing it as the top festival in its budget class worldwide. Furthermore, the Festival was singled out the last several years by the artists themselves as one of the top arts festival in the United States by the National Association of Independent Artists.

Recognized as "Colorado's Signature Cultural Event," each July fourth weekend for the past twenty three years, many of the most accomplished and cutting edge artists from across the United States and around the world make a pilgrimage to Denver's North Cherry Creek district to share their amazing works with the people of Colorado.

Working in a variety of mediums including paint, drawing, photography, fiber, ceramics, glass, wood, sculpture, metal works, jewelry, graphics/printmaking and mixed media, some 210 artists are jury selected from more than 2,300 entrants by a nationally assembled panel of art specialists. The result is a three-day exhibition and sale, which annually exceeds \$2.5 million, of some of the finest artistic work found anywhere.



And that's just the beginning. For the 350,000+ attendees of the Cherry Creek Arts Festival, viewing and buying art is just one of the activities from a colorful palette of things to see and do. Music and dance emanate from the main performance stage. Culinary and visual arts demonstrations can be found at one of the other presentation stages. For those who want to get their hands messy, self-expression is alive and well in the Festival's "Artivity Avenue." There are also special exhibitions of emerging student artisans, special collections and an art auction. For those who want to satisfy their senses of taste and smell, the Festival's food and beverage areas features top area restaurants which sample some of the region's finest gastronomic offerings.

The Cherry Creek Arts Festival's 501 (c)(3) non-profit mission is to provide access to a broad array of arts experiences and support arts education in Colorado. Along with the arts festival itself, the Cherry Creek Arts Festival (CCAF) fulfills its year-round art education and outreach mission through art education and outreach programs in Colorado schools.

## Description of Sponsor, Level of Sponsorship, Detailed Benefit Package & Sponsorship Term

Janus, an asset management company based in Denver, Colorado, has been a sponsor of the Cherry Creek Arts Festival since 1995 and has served as the Festival's lead sponsor since 2002. Their objectives for sponsorship include:

- ▶ Underscore Janus' brand identity for innovation, excellence, endurance and commitment
- ▶ Demonstrate social responsibility and corporate citizenship in their hometown community
- ▶ Build esprit de corps among its Denver employees
- ▶ Provide opportunities for interaction and to express appreciation for key clients and investors

Each year, CSG along with the Cherry Creek Arts Festival management team meets with Janus to discuss their current marketing and communications objectives to fine tune their sponsorship benefits and promotional activations. This is a critical annual activity to keep the Janus sponsorship fresh, engaging and relevant.

## Level of Sponsorship

Janus is one of three Presenting Sponsors of the Cherry Creek Arts Festival. It is a single year agreement which is renewed annually each fall. Their annual sponsorship fee is \$85,000 cash. Further, Janus invests an additional \$40,000 cash in activating their sponsorship.

## Details of Sponsor Benefit Package

Janus receives an extensive sponsorship package of rights and benefits. Key among those benefits are:

- ❖ **Top Tier Presenting Sponsorship status with the Cherry Creek Arts Festival**
  - Janus trademark receives top-level, below-the-festival-name "lock-up" recognition with the Festival (e.g. "Cherry Creek Arts Festival *presented by* Janus")
- ❖ **Category Exclusivity & Licensing Rights**
  - Complete business category exclusivity for Mutual Funds provides a marketplace free from competitor "noise"
- ❖ **Exclusive Naming Rights for a Janus ArtLab and the Janus Student Art Buying Program**
- ❖ **Advertising Campaign Integration**
  - Presenting logo or name recognition in all promotional advertising valued at more than \$700,000 from media partners.
- ❖ **Digital Marketing**
  - Recognition on Arts Festival's website [www.cherryarts.org](http://www.cherryarts.org) receiving 700,000 page views annually, including logo lock-up with event name on website homepage header
- ❖ **Official Festival Guide**
  - Premier Title Sponsor recognition in Cherry Creek Arts Festival's Official Guide (25,000 Copies) distributed to guests at all entry points. Benefits include logo on Guide cover, four color, full page ad on back cover
- ❖ **Onsite Interaction & Recognition**
  - Complimentary 10' x 20' exhibition space in premium, high-traffic location including tent, tables and chairs, with the exclusive opportunity to distribute water to festival guests
- ❖ **VIP and Key Client Hospitality**
  - Hospitality Benefits for distribution to key customers, clients and staff including twelve (12) invitations to the CCAF Preview Celebration; Four (4) complimentary invitations to the Festival Gala & Reception; and twelve (12) complimentary Cherry Arts 365 Memberships

## Quantity and Quality of Support to Event by Sponsor

CSG assigned a member of their account services team to serve as “fulfillment manager” for Janus. Janus’ staff consulted with CSG and Cherry Creek organizers to create experiences for participants and spectators that were innovative, interactive and fun. Among the festival enhancements enterprised with Janus are:

- ▶ Janus Watering Station – Janus employees served cold, refreshing ice water topped off with a fresh cherry to guests of the festival from a custom “set” created by Janus.



- ▶ Janus Painting on the Plaza - Janus engaged a local company called Canvas & Cocktails that has a store front operation in Cherry Creek North, the site of the Festival. They provide fun, one-hour painting classes conducted to music and accompanied with refreshments which engaged 200 people each of the three days of the festival.



- ▶ Student Art Buying Program - This one-of-a-kind experiential art education program engages students in an in-school exercise to help them explore the many facets of art, and then enables students to apply their knowledge through a hands-on art-buying opportunity at the Festival where they will purchase artwork for permanent installation at the school. Four schools also have the opportunity to purchase art for the Mobile Art Gallery (MAG), a collection of museum-quality art that travels to public schools, libraries and community centers throughout Colorado.



- ▶ Mobile Art Gallery - The Mobile Art Gallery consists of original works of art from exhibiting artists and tours perpetually throughout Colorado to schools, libraries, community centers and other public venues. The Mobile Art Gallery provides entrance to the visual arts in an accessible, non-threatening setting and introduces the public to various art forms through exhibition of original artwork.

## **Goals and Success of Relationships for Both the Event and Sponsor**

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There is simply no company that has done more to support the Cherry Creek Arts Festival during their 17 year partnership. Financially, they have provided more that \$3 million in financial support through sponsorship fees and activations. Their staff is completely integrated into festival planning and desires to make a relevant impact on the festival that enhances the experience for all attendees.

With the festival site literally encompassing their corporate headquarters, Janus receives remarkable exposure for their brand, the opportunity to reach and impact customers and engage employees in an annual partnership that makes them proud of their company.

Among the benefits to the Cherry Creek Arts Festival:

- ▶ \$3 million in funding over the term of the partnership
- ▶ Expansion of the Mobile Art Gallery
- ▶ Creation of the Student Art Buying Program that directly adds to the Mobile Art Gallery
- ▶ Guest refreshment through the Janus Watering Station
- ▶ Added features and enhancements, courtesy of Janus

## How the Sponsor Stands Out Over All Other Sponsors

We believe a picture (or three) is worth a thousand words!



Janus Watering Station



Janus ArtLab



Janus Student Art Buyers