



Great Lakes Art Fair
October 14-16, 2011

Great Lakes Art Fair

Fall 2011

Sponsorship Opportunities

October 14, 15, 16, 2011

 SUBURBAN COLLECTION
SHOWPLACE

Novi, MI



Great Lakes Art Fair

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SUBURBAN COLLECTION
SHOWPLACE

46100 Grand River Ave.
Novi, Michigan 48374

The Great Lakes Art Fair is the fastest growing indoor art event in the Midwest. From its inception in Fall 2009 to the most recent event, attendance has more than doubled. Juried artist applications jumped more than 40 percent from Spring 2009 to Spring 2010. This Bi-Annual Fair offer fine artists in the region a reliable, regularly scheduled, “weather-free” marketplace to showcase their freshest and most beautiful work, and word is spreading rapidly that this is a destination event for artists and patron alike.

We invite your business to benefit from a sponsoring partnership with the Great Lakes Art Fair. Each April and April, approximately 10,000 guests visit the charming, beautifully landscaped village marketplace within Suburban Collection Showplace to enjoy and shop the work of 200 regionally and nationally acclaimed artists. The majority of these patrons are 30 to 65-year old, highly educated residents of the region’s affluent neighborhoods, leaning female. The Great Lakes Art Fair offers a unique and direct way to reach this elusive and desirable psychographic in an upscale, relaxed setting where they may be more receptive to brand messages.

Who We Are

The GLAF offers fine artists and their patrons a dynamic marketplace that is delivering fresh energy to the regional artistic community. This bi-annual event is produced by the Suburban Collection Showplace in consultation with Constance Mettler, a doyenne of the national art fair circuit since 1979. The juried component of the fair will feature 200 local, regional, and national artists. The Great Lakes Art Fair will also feature select educational demonstrations, art based entertainment, and community outreach efforts. Support from the regional art community over the past year has far exceeded initial expectations, making it clear that event filled a significant void in the art marketplace. The Great Lakes Art Fair is well on its way to becoming the new bi-annual destination event for fine artists from all mediums and their patrons from across the region.

Artist reviews of the April 2010 Great Lakes Art Fair:

- I started with the Great Lakes Art Fair last Spring with it's first show. I cannot get over how it has grown!!! The people who organized the show were amazing. The atmosphere was electrifying, crowds overwhelming and in a buying mood!!! This is by far one of my favorite shows and I hope to continue to be a part of it for years to come. Thank you Great Lakes staff for a high quality, enjoyable show.

- As for the show ... what a fabulous job you did.... It was run far superior to any promoter in the country. I had a customer tell me she has never seen so much advertising for an art show. I have never seen people work as hard and have such unique and new ideas for an art show as all of you. As the shoppers walked in on Friday night into a darkened gallery of beautiful artwork and handed a chilled glass of champagne to the daily fashion shows of wearable artists work....such fabulous ideas for a show.

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www.GreatLakesArtFair.com



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46100 Grand River Ave.
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Premier Sponsor - \$10,000

Limited to one organization

PRESENTED BY DISTINCTION

The Great Lakes Art Fair will be referred to in all advertising as "The Great Lakes Art Fair Presented by..."

SPONSOR BOOTH

A mutually agreed upon location for a marketing and display area within the Great Lakes Art Fair. The size and location of this space will be determined based upon your needs.

SPONSOR BOARDS

Your logo on easel boards produced and installed by the Great Lakes Art Fair and conspicuously displayed around the show hall.

PROGRAM SPONSORSHIP RECOGNITION

*PRINT RUN 10,000

Your company and logo listed on the "Sponsor" page of the program.

PRESS RELEASE

Your business featured in pre-event press releases to all regional media outlets

PROMOTIONAL MATERIALS

Your logo and sponsorship recognized on Great Lakes Art Fair on promotional materials, including posters displayed in the windows of area businesses. (Deadline August 15)

WEB SITE

*AVG. 150,000+ HITS IN ART FAIR MONTHS

Your logo and sponsor ship featured on greatlakesartfair.com with an active link to your company's website until January 2011.

TICKETS

Your logo on all promotional tickets for Great Lakes Art Fair plus Five Hundred (500) 1-Day promo Tickets to Great Lakes Art Fair for giveaways (deadline August 15)

Fine Arts Supporter - \$5,000

Limited to five organizations with exclusivity by category

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SPONSOR BOARDS

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PROGRAM SPONSORSHIP RECOGNITION

*PRINT RUN 10,000

Your company and logo listed on the "Sponsor" page of the program.

PRESS RELEASE

Your sponsorship cited in pre-event press releases to 100+ local media.

PROMOTIONAL MATERIALS

Your logo and sponsorship recognized on Great Lakes Art Fair on promotional materials, including posters displayed in the windows of area businesses. (Deadline August 15)

WEB SITE

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Fine Arts Friend - \$1000

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For more information, please contact us. We're eager to sit down with you and work to customize a sponsorship that meets the marketing goals of your organization. We encourage you to act quickly as all sponsorships are sold on a first come, first serve basis.

Contact: Kristina Jones

Event Manager

248-348-5600 x236

734-645-8089

kjones@suburbanshowplace.com



Almost 2000 people lined up to be the first to enter the Fall 2010 Great Lakes Art Fair!

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