



Sponsorship

information

doubledeckerfestival.com

@doubledeckerart



THE DOUBLE DECKER ARTS FESTIVAL WAS STARTED IN 1996 BY THE OXFORD TOURISM COUNCIL TO PROMOTE TOURISM AND CELEBRATE

ALL THINGS GREAT IN OXFORD: food, music and the arts. The festival started with only a few art and food vendors alongside a flatbed truck serving as the stage for music. Today, DDAF brings in over 75,000 visitors from all over the Southeast with premier art vendors and local food vendors that provide attendees with the ultimate Oxford experience. DDAF also brings in nationally recognized music acts including: Robert Earl Keen, Avett Brothers, Jason Isbell, St. Paul and the Broken Bones, Nathaniel Rateliff and the Night Sweats, Mavis Staples, Brett Young, The Revivalists, plus regional and local favorites for festival-goers to enjoy throughout the weekend. In 2022, DDAF added a Friday night music lineup including a country headliner that brought a crowd of 20,000 to the stage area. Double Decker Arts Festival was named 2017 Best Fair or Festival of Mississippi, 2016 Best Fair of Festival of Mississippi, 2009 Best Festival in Mississippi by the Mississippi Tourism Association, Top 20 Events by Southeast Tourism Society in 2020, 2016, 2014 and 2006. For 10+ years, Oxford has voted the Double Decker Arts Festival as the Best City-Wide Attraction and Best Family Event in the Oxford Eagle.

- 75,000+ attendees
- Two-day festival (Friday night concert, all-day Saturday)
- 54% of attendees stay overnight (hotels have 2-night requirement)
- 46% of attendees make day-trips
- 40% of attendees are between the ages of 18 and 27 years old
- 19% of attendees are between the ages of 38 and 47 years old
- 50% of attendees live in Oxford or travel less than 50 miles away
- 35% of attendees travel 50 to 200 miles to attend
- 15% of attendees travel more than 200 miles to attend

Surveys conducted the day of the festival, and participants selected at random. Attendance estimated by the Oxford Police Department.





CO-STAGE SPONSOR: (2) \$25,000

- Logo featured on one of the Main Stage Side Scrims all weekend
- Media mentions in all promotional content
- Logo on Festival T-Shirt and Poster (2000+ t-shirts/500+ posters)
- 4x social media prior to event (33k+ followers)
- 20 T-Shirts
- 20 weekend passes for Sponsor Tent
- Official DDAF poster signed by artist and framed
- Promotional booth space
- Logo on banner ad in official DDAF app (75k views in 1 week - 2023)
- Logo on festival website (over 270K+ pageviews)

SPONSOR TENT SPONSOR: (1) \$20,000

- Naming rights to the Sponsor Tent
- Logo on Festival T-Shirt and Poster (2000+ t-shirts/500+ posters)
- 4x social media prior to event (33k+ followers)
- 15 t-shirts
- 15 weekend passes for Sponsor Tent
- Official DDAF poster signed by artist and framed
- Promotional booth space
- Logo on banner ad in official DDAF app (75k views in 1 week - 2023)
- Logo on festival website (over 270K+ pageviews)

FAULKNER SPONSOR: (4) \$15,000

- Media mentions in all promotional content
- Logo on Festival T-Shirt and Poster (2000+ t-shirts/500+ posters)
- Logo on festival light pole banners hung downtown Square (March through Event)
- 4x social media prior to event (33k+ followers)
- 15 t-shirts
- 15 weekend passes for Sponsor Tent
- Official DDAF poster signed by artist and framed
- Promotional booth space
- Logo on banner ad in official DDAF app (75k views in 1 week - 2023)
- Listed on festival website (over 270K+ pageviews)

KID ZONE SPONSOR: (1) \$10,000

- Naming rights to Kid Zone w/ business name or logo on wristbands
- Logo on Festival T-Shirt and Poster (2000+ t-shirts/500+ posters)
- 4x social media prior to event (33k+ followers)
- 10 t-shirts
- 10 weekend passes for Sponsor Tent
- Promotional booth space
- Official DDAF poster signed by artist and framed
- Listed on festival website (over 270K+ pageviews)

SQUARE SPONSOR: (5) \$6,000

- Logo listing on festival t-shirt and poster (2000+ t-shirts/500+ posters)
- 10x10 promotional booth space (Saturday)
- 8 weekend passes for Sponsor Tent
- Official DDAF poster signed by artist and framed
- 2x social media prior to event (33k+ followers)
- Listed on festival website (over 270K+ pageviews)

SHUTTLE SPONSOR: (1) \$5,000

- Logo Magnets on shuttle buses
- Listing on festival poster
- 4 weekend passes for Sponsor Tent
- 1x social media prior to event (33k+ followers)
- Listed on festival website (over 270K+ pageviews)

OXONIAN SPONSOR: (12) \$3,000

- Listing on festival poster
- 10x10 promotional booth space (Saturday)
- 4 weekend passes for Sponsor Tent
- Official DDAF poster signed by artist and framed
- 1x social media prior to event (33k+ followers)
- Listed on festival website (over 270K+ pageviews)

LAFAYETTE SPONSOR: (20) \$2,000

- Banner hung with business name or logo on the festival grounds
- Business name included on festival poster
- 1x social media prior to event (33k+ followers)
- 2 weekend passes for Sponsor Tent
- Official DDAF artist signed poster
- Listed on festival website (over 270K+ pageviews)

DOUBLE DECKER BUS SPONSOR: (4) \$1,250

- Banner w/ business name or logo on the Double Decker Bus that will be parked at the event for photo opportunities
- 1x social media prior to event (33k+ followers)
- Listed on canvas merchandise bag
- Listed on festival website (over 270K+ pageviews)

MISSISSIPPIAN SPONSOR: (4) \$1,000

- 1x social media prior to event (33k+ followers)
- Listed on canvas merchandise bag
- Listed on festival website (over 270K+ pageviews)

FRIENDS & FAMILY OF DOUBLE DECKER: (6) \$1,000

- 2 weekend passes for Sponsor Tent
- Friday night dinner
- Saturday lunch, dinner

BUS DRIVER: (4) \$500

- Festival will place coupons or flyers for your business in shopping bags at Merchandise Tent
- Listed on festival website (over 270K+ pageviews)

ADD ON OPTIONS: \$500 - \$1,000

- Dedicated banner ad within the official DDAF app
- Logo on banner ad within the official DDAF app



LEE ANN STUBBS
DOUBLE DECKER COORDINATOR
LEEANN@VISITOXFORDMS.COM 662.232.2477
1013 JACKSON AVE EAST OXFORD, MS 38655