



Sponsorship

information

doubledeckerfestival.com

@doubledeckerart





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 listing on Festival T-Shirt and Poster (2000+ t-shirts/500+ posters)
- Logo on Festival Website (over 270K+ pageviews)
- 4x social media prior to event (30,000+ followers)
- 20 T-Shirts
- 20 weekend passes for Sponsor Tent
- Official DDAF poster signed by artist and framed

SPONSOR TENT SPONSOR: (1) \$15,000

.....

- Naming rights to the Sponsor Tent
- Logo listing on Festival T-Shirt and Poster (2000+ t-shirts/500+ posters)
- Logo on festival website (over 270K+ pageviews)
- 4x social media prior to event (30,000+ followers)
- 15 t-shirts
- 15 weekend passes for Sponsor Tent
- Official DDAF poster signed by artist and framed

FAULKNER SPONSOR: (4) \$15,000

.....

- Media mentions in all promotional content
- Logo listing on Festival T-Shirt and Poster (2000+ t-shirts/500+ posters)
- Logo on festival light pole banners hung downtown Square (March through Event)
- Logo on festival website (over 270K+ pageviews)
- 4x social media prior to event (30,000+ followers)
- 15 t-shirts
- 15 weekend passes for Sponsor Tent
- Official DDAF poster signed by artist and framed

SQUARE FAIR SPONSOR: (1) \$10,000

.....

- Naming rights to Square Fair w/ business name and or logo printed on wristbands
- Logo listing on Festival T-Shirt and Poster (2000+ t-shirts/500+ posters)
- Logo on festival website (over 270K+ pageviews)
- 4x social media prior to event (30,000+ followers)
- 10 t-shirts
- 10 weekend passes for Sponsor Tent
- Official DDAF poster signed by artist and framed

SQUARE SPONSOR: (5) \$5,500

.....

- 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
- Logo on Double Decker website (over 270K+ pageviews)
- 2 social media promotional mentions leading up to the festival

OXONIAN SPONSOR: (12) \$3,000

.....

- Featured listing on festival poster
- 10x10 promotional booth space (Saturday)
- 4 weekend passes for Sponsor Tent
- Official DDAF poster signed by artist and framed

LAFAYETTE SPONSOR: (22) \$2,000

.....

- Banner hung with business name and logo on the festival grounds
- Business name or logo included on festival poster
- 2 weekend passes for Sponsor Tent
- Official DDAF artist signed poster

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

.....

- Banner w/ business name and logo on the Double Decker Bus that will be parked at the event for photo opportunities
- Will post on social media 2x during the week of the festival (over 30,000+ followers)
- Listed on canvas merchandise bag
- Listed on festival website

MISSISSIPPIAN SPONSOR: (4) \$1,000

.....

- Will post on social media 4x during the week of the festival (over 30,000+ followers)
- Listed on canvas merchandise Bag

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

.....

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

BUS DRIVER: (4) \$500

.....

- Will post on social media 2x during the week of the festival (over 30,000+ followers)
- Festival will place coupons or flyers for your business in shopping bags at Merchandise Tent

.....

**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
-