



Presented by

Downtown
Committee of
Syracuse

53rd Annual

M&T Bank

syracuse
arts & crafts
festival

**The largest and most prestigious show
of its kind in the area.**

July 26 - 28, 2024

This spectacular 3-day showcase by 160 of the country's most talented artists, craftspeople, and entertainers is centered on historic Columbus Circle in downtown Syracuse. More than 40,000 visitors will shop and browse among the art and craft exhibits and enjoy a wide variety of music, multi-cultural performances, summer refreshments, and participatory activities.

Arts & Crafts

The festival presents an exceptionally wide selection of contemporary arts and crafts, ranging from functional to decorative. Exhibitors will be drawn from throughout the entire U.S. and Canada.

Performing Arts

The festival also features the performing arts. A full schedule of free continuous entertainment will include street performances by musicians, costumed ethnic dance groups, and local singer/songwriters.

Family Activities

Families play a big role in the event's success, and participatory activities are offered with them in mind. Interactive projects allow young visitors the opportunity to create their own works of art.

Summer Refreshments

Nearly a dozen food vendors will be on site to serve up a diverse mix of summer favorites.

A Community Festival

Centered on an historic park in downtown Syracuse, the event allows area businesses to benefit from the exposure to thousands of visitors. Area churches hold open houses and sell refreshments. Other activities include family art activities, an antique show, and a very popular sidewalk art competition.

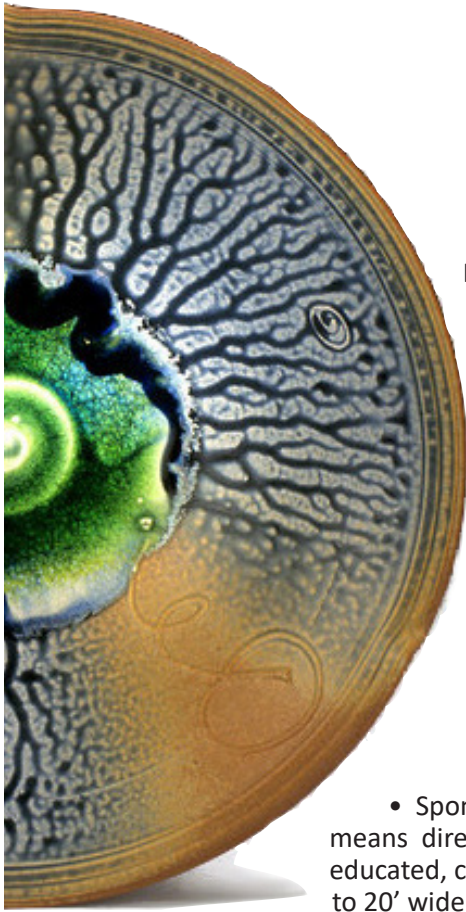
Several of these activities are presented in cooperation with not-for-profit, cultural, educational, or charitable organizations downtown, including the Everson Museum of Art, the Onondaga Historical Association, and the YMCA.

The Syracuse Arts & Crafts Festival runs concurrently with the Northeast Jazz & Wine Festival in Clinton Square. Thousands of visitors will attend both events, making this the signature cultural event of the summer in Syracuse.



Syracuse Arts & Crafts Festival

Sponsor/Vendor Benefits



It is our goal to bring our sponsors/vendors value through promotion and visibility. This is the ideal opportunity to position your business or product in front of tens of thousands of Syracuse's most active consumers while being associated with one of the most successful festivals in Central New York.

It is the perfect environment for developing relationships with key customers and showcasing your brand.

Let us customize a package to meet your marketing objectives.

- Sponsors may be provided an exhibit space in a high-traffic area at the festival. This means direct contact with a receptive audience of over 40,000 visitors, who, in general are educated, culturally-savvy and have discretionary income. Exhibit spaces are 10' deep by up to 20' wide.
- Sponsors may be identified in the official festival program, published in the Syracuse Post-Standard, with a readership of nearly 300,000 - a \$12,000 value.
- Sponsors may be identified on the festival website: www.syracuseartsandcraftsfestival.com with a link to your website. In 2023, the website received 124,000 page views in the weeks leading up to the event.
- Sponsors may receive receive a minimum of four mentions across our social media platforms generating 80,000 impressions through Facebook, Twitter and Instagram.

We hope that you will consider participating in this exciting event. I would be please to answer any questions you may have or discuss other options.

Contact me at:

Laurie Reed, Festival Director
Downtown Committee of Syracuse
115 West Fayette Street • Syracuse, NY 13202
Office: 315-470-1956 • Cell: 315-264-3974
Email: LREED@DOWNTOWNSYRACUSE.COM

SPONSOR/VENDOR AGREEMENT



July 26 - 28, 2024

Regulations:

Vendor Booths: Sponsors and Vendors will be assigned spaces and must limit their display to the designated space. Vendors must provide their own tents, displays, tables, chairs, etc. All tents must be weighted. No tent stakes will be allowed.

Set-Up: Set up may begin on Thursday, July 25 after 6 pm or on Friday, July 26 after 6 am. Vendor is required to keep sidewalks and walkways clear of cords, cables, and ropes.

Certificate of Insurance: All Vendors must carry \$1,000,000 general liability insurance and provide Certificates of Insurance naming the Downtown Committee of Syracuse, Inc., 115 W. Fayette St., Syracuse, NY 13202, and the City of Syracuse, 412 Spencer St., Syracuse, NY 13204 as additional insured.

Electricity: Availability of electrical power is limited in the festival area. Please indicate below if you require electrical power. Vendors must supply their own 100-foot, 12/3 grounded wire extension cords.

Festival Hours of Operation: Vendors must be set up and open for operation by opening time through closing time each day.
Friday, July 26 - 10 am to 6 pm Saturday, July 27 - 10 am to 5 pm Sunday, July 28 - 10 am to 5 pm

Vehicles: Vehicles will not be allowed in the festival area during the hours of operation. Parking is available at several nearby lots at Vendor's expense. If restocking is necessary during the hours of operation, it must be done with your own handcart.

Security: The festival provides 24-hour roving security through the area during the festival hours and overnight on Thursday, Friday and Saturday. The Downtown Committee of Syracuse assumes no responsibility for lost, damaged, or stolen items. The Vendor is responsible for protecting their own product, supplies, and equipment.

By signing this agreement, you hereby release and forever discharge the Downtown Committee of Syracuse, Inc., the City of Syracuse, the County of Onondaga, all sponsoring organizations, and their directors, officers, employees, agents and volunteers from any responsibility, personal liability, claims, loss or damage arising out of your application and/or participation in the Syracuse Arts & Crafts Festival. You further consent to the enforcement of all Syracuse Arts & Crafts Festival rules, as set forth above, and/or any subsequent correspondence.

PLEASE PRINT

| | | | |
|------------------|----------------------|----------------------|----------------------|
| Business Name: | <input type="text"/> | Company Contact: | <input type="text"/> |
| Daytime Phone: | <input type="text"/> | Event Contact: | <input type="text"/> |
| Email Address: | <input type="text"/> | Event Contact Phone: | <input type="text"/> |
| Website: | <input type="text"/> | | |
| Mailing Address: | <input type="text"/> | | |
| | <input type="text"/> | | |

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|-----------------------------|--|--|
| Exhibit Space Requested: | <input type="checkbox"/> 10' wide x 10' deep - \$1,000 | <input type="checkbox"/> Contact for other space requirement, cost TBD |
| Do you require electricity? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Please describe the activity or information you wish to distribute from your booth:

| | | |
|--|-----------------------------|---|
| I agree to comply with the rules and regulations of the Syracuse Arts & Crafts Festival. | <input type="text"/> | <input type="text"/> |
| | signed | Date |
| | <input type="text"/> | <input type="text"/> |
| | Representing (company name) | Approved and accepted by Syracuse Arts & Crafts Festival |

Email to: LReed@DowntownSyracuse.com or Mail to: Laurie Reed, Syracuse Arts & Crafts Festival, 115 W. Fayette St., Syracuse, NY 13202