



# Art of Faith

FESTIVAL

## SPONSORMAP

The Art of Faith Festival is a Christian festival where encounters with God and each other are central.

[WWW.ARTOFFAITHFESTIVAL.BE](http://WWW.ARTOFFAITHFESTIVAL.BE)

# DIFFERENT TYPES OF SPONSORSHIP

	DONOR	SPONSOR	PROGRAMMA- PARTNER	MEDIA- PARTNER
You support the festival financially (or equivalent in natura)	✓	✓	✓	✓
You expect a return	✗	✓	✓	✓
You will make a substantive contribution to the festival programme	✗	✗	✓	[✓]
As a media channel, you promote the festival	✗	✗	✗	✓

## BECOME A DONOR

Do you want to support the festival financially, without expecting a return?

Make a free donation or periodic donation:

- On account number BE88 7350 2330 4741 (vzw He is alive)
- Please mention 'gift'

# BECOME A SPONSOR

## SPONSORSHIP PACKAGES

	GOLD	SILVER	BRONZE	BASIC
<b>SPONSORSHIP AMOUNT</b>	€ 10 000	€ 7 500	€ 5 000	€ 2 500
<b>VIP-TICKETS</b> (weekend ticket + VIP moment with meal on Saturday evening)	12	8	6	4
<b>MAINSTAGE: CALL-TO-ACTION</b> (every day 1 time)	✓	✓	✗	✗
<b>MAINSTAGE: BANNER WITH LOGO</b>	BIG	SMALL	✗	✗
<b>LOGO ON SPONSORBANNER CENTRAL ON FESTIVALZONE</b> (with QR code to your website)	BIG	BIG	MEDIUM	MEDIUM
<b>AOFF-INFOSTAND: PROMO-LOOP</b>	VIDEO OR LOGO 60 SEC	VIDEO OR LOGO 30 SEC	VIDEO OR LOGO 10 SEC	VIDEO OR LOGO 5 SEC
<b>AOFF-WEBSITE: LOGO HOMEPAGE</b> (with a link to your website)	✓	✓	✓	✓
<b>AOFF-WEBSITE: LOGO SPONSORPAGE</b> (with a link to your website)	BIG	BIG	MEDIUM	MEDIUM
<b>AOFF-NEWSLETTER: MENTION IN FOOTER</b>	ALWAYS	3X	2X	1X
<b>PROGRAM OVERVIEW DIGITAL: LOGO</b>	✓	✓	✓	✓
<b>PROGRAM OVERVIEW OP PAPER: LOGO</b> (Paying for visitors)	BIG	MEDIUM	SMALL	✗

# BECOME A SPONSOR

## INDIVIDUAL SPONSORSHIP OPPORTUNITIES

	AMOUNT
<b>FAITH MARKET: SALES INFO STAND (5M X 3M)</b>	<b>€ 400</b>
<b>FAITH MARKET: CLASSIC INFO STAND (2,5M X 3M)</b>	<b>€ 200</b>
<b>LOGO (SMALL) ON SPONSOR-BANNER CENTRAL ON FESTIVALZONE</b> (with QR code to your website)	<b>€ 200</b>
<b>AOFF-WEBSITE: LOGO (SMALL) SPONSORPAGE</b>	<b>€ 100</b>
<b>FAITH MARKET: SPOT ON FLYER TABLE</b>	<b>€ 50</b>

## ALTERNATIVE OPPORTUNITIES

Variations on the above sponsorship opportunities are always negotiable. Contact us to discuss tailor-made sponsorship with us.

In addition, we are also open to sponsoring in natura, such as the costs for an artist, printing, catering, transport, wristbands, etc.

# BECOME A PROGRAM PARTNER

## WHAT?

As a programme partner, you will contribute to the festival programme in addition to financial support, thereby helping to achieve the (substantive) objectives of the festival.

We distinguish **3 categories of 'programme partners'**:

- Charity ('Giving substance to your faith' / 'The social dimension of being a Christian')
- Personal Faith Building ('Tools to Walk with Christ Every Day')
- Church building ('support of churches and their evangelism')

For each category we are looking for one or more sponsors. Multiple sponsors from the same category must be sufficiently diverse and complement each other, so that there is no or very limited overlap in content.

## WHY BECOME A PROGRAM PARTNER?

In addition to the visibility that each sponsor gets (see 'become a sponsor'), you can be present (and visible) at our festival in a very special way through your contribution to the festival program.

In this way, we want to create a real win-win situation:

- You are in the spotlight and have an impact
- We (as a festival) can offer extra content (festival program) to our festival visitors

## HOW DOES IT WORK?

**As a candidate 'programme partner', please let us know:**

- what substantive contribution you think you can make
- what budget you have available (see the previously mentioned 'sponsor packages')
- what your organization stands for (its objectives and its operations)

**AOFF will then review:**

- whether other sponsors with a similar profile have already signed up. And if so: whether they are sufficiently diverse in relation to your organisation.
- whether the extra impact/visibility that your organization receives (on top of the visibility of other sponsors) is in proportion to the proposed budget. This is not an exact science, but it must be justifiable to the other sponsors in a correct way.

**Towards a balanced collaboration:**

- Based on all this, we would like to talk to you to work out a balanced collaboration that benefits everyone.
- So we're going for a win-win!

# BECOME A MEDIA PARTNER

## WHAT?

As a media partner, you promote the festival through your media channels. This can be done in the run-up to the festival, during and after the festival.

We are looking for various media partners who complement each other sufficiently by reaching a different target audience or using a different medium.

## WHY BECOME A MEDIA PARTNER?

As a media partner, you not only put the festival in the spotlight, but you are also in the spotlight yourself:

- You (as a media partner) can put your own media channels in the spotlight and get interesting content to report on
- We (as a festival) get extra publicity and so (hopefully) extra festival visitors

## HOW DOES IT WORK?

**As a candidate media partner, please let us know:**

- what content you would like to have access to (e.g. interview with organizers, artists, etc.)
- what publicity you can offer us (channels, target audience, reach, etc.)
- whether and what budget you have available

### **1. AOFF will then review:**

- whether your target audience, channels and reach are sufficiently diverse and complementary to any media partners already present
- what return (visibility and content) we can offer you. Taking into account the publicity you can make for our festival, and your (possible) financial contribution.

### **2. Towards a balanced collaboration:**

- Based on all this, we would like to talk to you to work out a balanced collaboration that benefits everyone.
- So we're going for a win-win!