



COLUMBUS
arts
FESTIVAL
2022
JUNE 10-12
ARENA DISTRICT

PRODUCED BY **gdac**

Greater Columbus
Arts Council

**sponsor
prospectus**

event overview

The Columbus Arts Festival is produced by the Greater Columbus Arts Council which is a nonprofit, 501(c)(3) organization.

No public funds are used to produce the Arts Festival.

PLEASE NOTE:
All numbers throughout
are based on the 2019
Columbus Arts Festival.

FREE EVENT

NEARLY
500,000
ATTENDEES
(estimated)

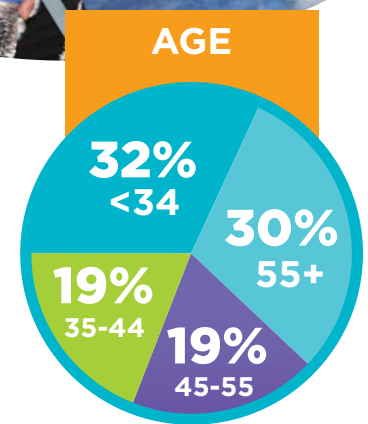
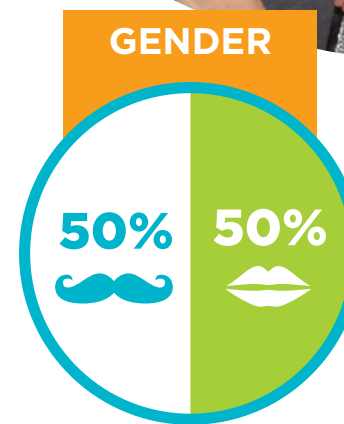
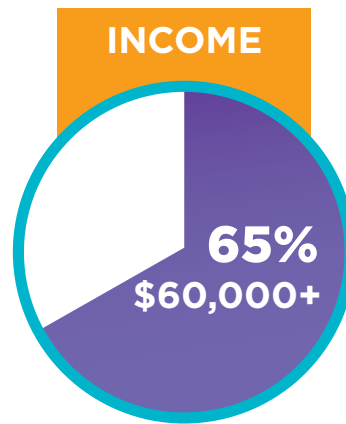
Over 600
Volunteers
Giving more than
10,000 hours

Ranked #28
in Sunshine Artist's
200 Best

CELEBRATING
60 years
in 2022!



demographics



ETHNICITY

Caucasian	72%
African American	20%
Asian	4%
Hispanic/Latino	3%
Other	1%

69% Hold college or graduate degrees

61% Identified a festival sponsor

90% Very Likely to recommend to friends or family

event highlights

5 stages
with 150 live
performances



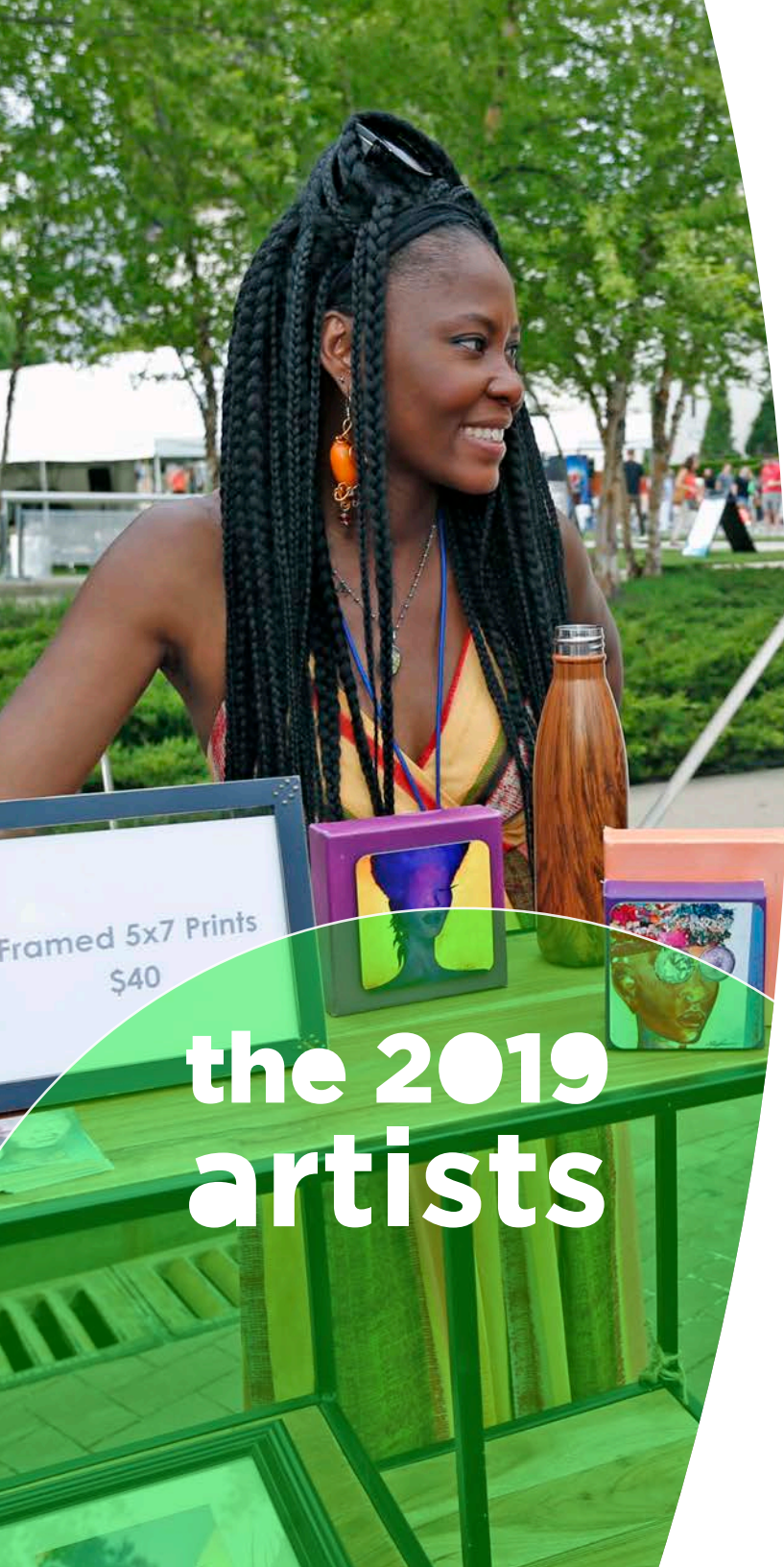
77%
of attendees listened
to music at one of
the stages



FREE
Hands-On
activities for kids
of all ages

6,000+
CHILDREN
participated in 2019





267

Exhibiting Artists

ARTISTS SELECTED ANONYMOUSLY
BY A JURY PANEL OF EXPERIENCED
ARTS INDUSTRY PROFESSIONALS

Over 850

Applicants representing

45 states and 3 countries

15 MEDIA Categories

2D mixed
media

3D mixed
media

Ceramics

Digital Art

Drawing

Fiber

Glass

Jewelry

Leather

Metal
(non-sculptural)

Painting

Photography

Printmaking

Sculpture

Wood





economic impact

Nonprofit Arts IN COLUMBUS

generate **\$412M** in economic activity annually

support nearly **15,000** jobs

generate **\$373M** in household income

generate **\$47M** in state and local tax revenue

result in more than **6M** instances of attendance annually

The Arts Festival contribution

to this is approximately

\$1.4M

IN ART SALES over the course of the weekend





**media
impressions**

68,670,051

total impressions

COVERAGE/IMPRESSIONS

2.5 million

print

4.3 million

outdoor

94,307

Spotify

59,000

cinema

DIGITAL & SOCIAL IMPRESSIONS

5.8 million

digital ad impressions

337,030

web users

(increased 10% over 2018)

columbusartsfestival.org

pageviews

2.4 million

Facebook impressions

264,300

Twitter impressions

DIRECT PROMOTIONS

10,000

guidebooks distributed

25,000

infocards courtesy of Grange

25,000

pocket maps distributed

1,685

e-newsletter subscribers



earned media



PRINT/ONLINE

151 ARTICLES

49.9 million

POTENTIAL AUDIENCE

\$869,776

PUBLICITY VALUE



TV/RADIO

181 STORIES

5 million

POTENTIAL AUDIENCE

\$343,000

PUBLICITY VALUE





media partnerships

TV

1,140

spots
(ABC/FOX and WOSU)

\$100,000

value

Radio

429

spots

715,000

radio listeners
(approximately)

\$71,675

value

\$239,763

total in-kind media



[click to play video](#)



contact info

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COLUMBUS arts FESTIVAL

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ColumbusArtsFestival.org



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