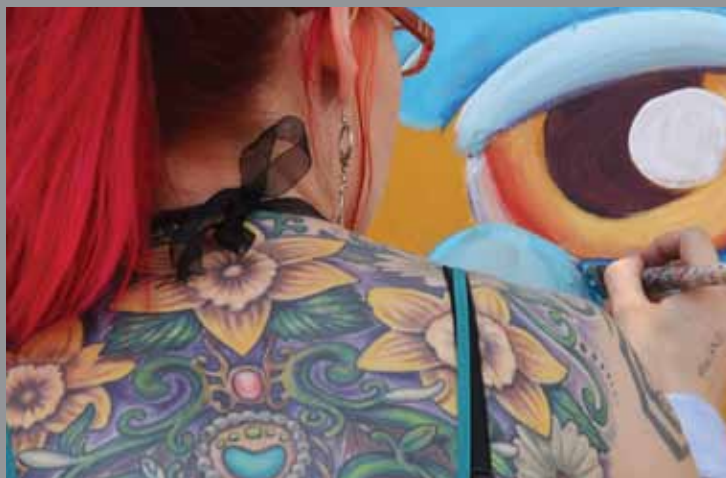


# waterlooarts FEST

JUNE 28  
2014

North Collinwood's Summer Arts Bash!



## INSIDE:

- FEST OVERVIEW
- FEST PHOTOS
- MARKETING & DEMOGRAPHICS
- SPONSORSHIP INFO



## WATERLOO ARTS FEST: AT A GLANCE

Now in its 12th year, the Fest continues to grow into one of Cleveland's most eclectic and vibrant street festivals with a strong emphasis on art and music. The Fest takes place on Waterloo Road in the Waterloo Arts and Entertainment District which is located on Cleveland's east side.

**Date & Time:** June 28, 2014, 12-7pm

**Location:** The Waterloo Arts and Entertainment District, Cleveland

**Organizer:** Waterloo Arts is a nonprofit art center in Collinwood, Cleveland

**Event Description:** Art + Music + Performance + Kids + Community + Food

The Waterloo Arts Fest encourages hands-on creativity, promotes active imagination, and engages the community in celebration of the arts in our region. This summer festival serves as an opportunity for residents to welcome fellow artists, families, friends, and neighbors from the greater Cleveland area to experience this vibrant and diverse community.

**Attendees:** 7,000+ Clevelanders

Young and old, alternative and traditional, urban and suburban – our festival demographics exemplify the cultural and social diversity of a city on the move.

**Marketing:** Our sponsors' names and logos are visibly displayed and proudly mentioned in the promotional collateral used to market the Waterloo Art Fest in the months leading up to the event. Sponsorship offers a wide-range of marketing exposure opportunities including:

- **Print:** local newspapers, print ads, event programs, posters, postcards, event signage
- **Web Presence:** website, regional blogs, e-newsletters and social networking sites
- **Broadcast:** radio ads and television coverage

**Past Sponsors:** Azure Stained Glass, Beachland Ballroom & Tavern, Blue Arrow Records, Chili Peppers, Cleveland Public Power, Cleveland Clinic, Corporate Screenings, David O'Neill, Enterprise Community Partnerships, Fairmont Martini and Wine Bar, Fifth Third Bank, Gotta Grove Records, Grovewood Tavern & Wine Bar, HCR Manor Care, ImageMart Inc., Jochum Insurance Agency, Kendal at Home, Kenny Yuko, Key Bank, Melt Bar and Grilled, Michael D. Polensek, Michael Symon, Miles and Nan Kennedy, Music Saves, Native Cleveland, Northeast Shores Development Corp., Northeast Ohio Regional Sewer District, Pabst, PNC Bank, RPM International, Scene Magazine, SPACES Gallery, Star Pop, The Holden Arboretum, Tucker Ellis, Vitamin Water, Walter & Haverfield, Waterloo Sculpture Garden, Waterloo Studios, YMCA

**Past Grants:** Art Place, Cuyahoga Arts and Culture, Neighborhood Connections, Cleveland Foundation, Ohio Arts Council, The Gund Foundation

**Cultural Partners:** City of Cleveland's Showagon, Cleveland Institute of Art, Cleveland Museum of Art, Cleveland West Art League, DanceVert, Independent Pictures, Local 4 Music Federation, Loren Naji, Michael Roy's Cirque du Papier, Maria Neil Art Project, Miser Magazine, Motion and Point Blank, Passport Project, Praxis, Roots of American Music, Shore Cultural Center, St. Ignatius Circus Company, The Cleveland Print Room, The Western Reserve Spinners and Weavers Guild, Troupe Shaabana, Upstage Players, Zygotte Press, plus many more individual artists and musicians



more photos at  
[waterlooarts.org](http://waterlooarts.org)



## FESTIVAL HIGHLIGHTS

The planning team will be bringing back Fest favorites and is excited to be introducing new activities, artists, and performers in 2014. Sponsors will get behind-the-scenes updates on festival developments as they happen.

### ART

The Waterloo Arts Fest is a visual art extravaganza. We partner with hundreds of artists and arts organizations, large and small, across the region to provide attendees a plethora of art to view, buy, try, make and take!

The Waterloo Arts and Entertainment District boasts six **ART GALLERIES** presenting the work of Cleveland's best emerging and established artists.

Over 30 of Cleveland's hippest **ART VENDORS** peddling handmade jewelry, pottery, screen prints, T-shirts, handbags, clothing and much more.

A walking map guides visitors to the 20 murals from Waterloo Arts' international street art project, **ZOETIC WALLS**. The murals represent a wide variety of styles and include regional artists as well as some of the most prolific and renowned

street artists from across the country.

Waterloo Arts **POP-UP STUDIO** invites visitors, young and not so young, to get creative with DIY button making, mini-canvas art, and back-sack decorating.

Every year, Pittsburgh's Penn Ave Arts District engages in a friendly **BATTLE OF THE RUST BELT ARTSITS** with our very own Cleveland West Art League.

Our newest program is the **ARTS ALIVE** tent, a pop-up workshop where arts organizations (e.g. Cleveland Museum of Art, Zygote Press, The Cleveland Print Room) are invited to demonstrate their mission through hands-on activities. Adults and children can try their hand at weaving, throwing pottery, screen-printing, handling ancient art objects and watching the fleece of angora goats be spun into yarn.

### MUSIC

The Fest started out twelve years ago as a few people gathered around a couple bands playing in the parking lot of the Beachland Ballroom. Today it has grown into one of the region's best showcases of Cleveland's most talented musicians.

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"Awesome day today. Waterloo Arts Fest was great. All the bands killed it."

—Justin Markert, Cellar Door

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With 70+ musicians performing genres as varied as indie rock, dixieland, reggae, Americana, klezmer, singer/songwriter, polka and spoken word, there is something for everyone on our **SIX STAGES**.

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"Bought some wonderful jewelry, pottery and artwork by our local artists. We will return next year."

—Linda Weaver, first time Fest visitor

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### KIDS

When we say "kids," we mean kids age one to one hundred and one. We know the best fun for kids is fun for adults, too. Besides the myriad of creative activities throughout the festival grounds families can engage in, we have a dedicated **KIDS AREA** with its own stage, and new amusements every year.

#### Kids Area Activities

Artist led workshops (mosaic stepping stones, giant tissue flowers, crazy hat creations, duct tape wallets, mural painting), bike decorating, giant bubble machine, the art wash, giant finger painting, doodle wall, hoop dancing workshops, explore a cardboard city, Lego® sculpture contest, puppet show, storytelling

## PERFORMERS

Programming for the Fest winds up and down the street, in and out of galleries, vintage boutiques and record stores, through sculpture gardens and alleyways. All along the way, attendees are entertained by a myriad of performers such as, Cleveland Museum of Art giant puppets and stilt walkers, hoop dancers, magicians, belly dancers, jugglers, chalk artists, living statues, capoeira performers, break dancers, buskers and more.

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"The Waterloo Arts Fest is an event where all of Cleveland comes together as one. Rooted in ethnicity, diversity, and history, the festival celebrates the blending of cultures while demonstrating what our city can and should be on a daily basis."

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—Todd Kwait, filmmaker & entrepreneur

## COMMUNITY

As a nonprofit, we are thrilled to provide other community groups and nonprofit organizations, an opportunity to share their mission and services with the thousands of festival attendees each year. Over the past eleven years, Waterloo Arts has provided booth space for over 300 nonprofit organizations.

We work to provide the best possible visibility for our Waterloo merchants and are grateful for their support and participation. Together we have put this burgeoning arts district on the map and Cleveland is certainly taking notice.

Not only does the Waterloo Arts Fest bring visitors to experience all our neighborhood has to offer, it provides a meaningful way for Collinwood neighbors to come together in celebration of their community.

## FOOD

Festival attendees enjoy a variety of delectable nosh from the district's independent restaurants, food trucks and vendors. We try to keep it local, healthy and fresh!

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"We had such a great time—so much awesome music and delicious food. The little ones had a blast too."

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—Amie Trapp Kanengeiser (Broadview Heights)




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"I was unbelievably impressed with the transformation of the neighborhood."

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—Rick Stockburger (Akron)



## WHAT THE COMMUNITY IS SAYING...



"The Waterloo Arts Fest is a very important activity for our area, as it has brought thousands of people here and made them aware of what is available in the

Waterloo Arts and Entertainment District."

—Pat Nevar, Vice President, Slovenian Workmen's Home



"As a Waterloo Road merchant, Waterloo Arts Fest is the best yearly vehicle to showcase our burgeoning arts, retail and entertainment district.

Last year, our establishment had a record sales day and was a positive introduction for many people to Waterloo with comments like 'I didn't know this was here!'"

—Pete and Debbie Gulyas, owners, Blue Arrow Records and Boutique



"I think the Waterloo Arts Fest is a wonderful opportunity for people to come

out and witness what the arts community has to offer. It also inspires visitors and residents alike to walk the street and acquaint themselves, in-depth, with local businesses in a way that can't be done with just a glance as one is driving past. I enjoy the variety of performers, learning about creative endeavors and discovering local artistic treasures that may be hidden within the nooks and crannies of the neighborhood."

—Tonya Broach, neighborhood artist and Waterloo Arts Board Trustee



"We have attended almost every Waterloo Arts Fest and every year has gotten better! This year my husband and I, along with our two young sons, spent a quick SIX hours there without even realizing it. There was so much to do and the sense of community was palpable. Fun! Looking forward to next year."

—Danielle R. Uva, neighborhood artist, Principal, Agnes Studio



## ABOUT WATERLOO ARTS

### THE MISSION:

Waterloo Arts' is a 501(c)3 whose mission is to enrich the neighborhood culturally and economically by creating a stimulating arts environment through quality exhibits, performances, special events, and educational programming for people of all ages.

### THE VISION:

Waterloo Arts strives to be a creative hub for the presentation and exploration of thought-provoking art and design. We advocate for a neighborhood where artists live and work and their contribution is regarded as vital to the health of a community. We look forward to a neighborhood where creativity is nurtured in every child and artistic expression is a part of our everyday lives.

### THE STORY:

In 2002, the historic neighborhood of Collinwood was in a sad state of decline, with more vacancies than businesses along Waterloo Road. The ravages of the postindustrial era were still evident

as the scourge of a new recession was taking hold. In the midst of this somber picture, the visionary artists and residents who founded Waterloo Arts, were not deterred.

They looked past the dilapidated, boarded up buildings and saw the promise of a great urban neighborhood. From the then fledgling music venue, the Beachland Ballroom, to the Slovenian sausage shops to the miles of great beaches to the many artists living in Collinwood, they knew there were many assets to build on.

These visionaries gathered in coffee shops and around kitchen tables dreaming of a thriving arts community - where young creatives could get their start and the older generation would still feel at home; where innovative thought and individual expression would be nurtured; where artists would live, work, and contribute to a better quality of life for all Collinwood residents.







In the winter of 2002 an art show was held in a renovated storefront on Waterloo Road. Hundreds attended, the storefront was rented, and Waterloo Arts was born. Seed money from The Cleveland Foundation's Neighborhood Connections educational arts programs followed. In 2004, a building was donated in the heart of what is now the Waterloo Arts and Entertainment District. It was renovated into an art center where Waterloo Arts now manages a highly regarded gallery showing regional, national and international artists, a café featuring live music and open mic nights, a large annex for educational programs and performance, resident artists, eight artists' studios, Zoetic Walls—a public art program featuring regional and international artists, and the annual Waterloo Arts Fest, which engages the community in celebration of the many cultural assets of our region.

Ultimately, inspiration and imagination are all insignificant without concerted effort and collective action. Waterloo Arts has had the privilege of partnering with numerous arts organizations, community groups and local government. We are especially grateful to the many Collinwood residents who have supported our events, programs and ambitions. We owe a very special thank you to our volunteers and donors for making Waterloo Arts a reality.

The founders of Waterloo Arts believed that the arts could be the catalyst for community building and economic development. With 15 arts-related businesses and over 6 million of direct investment, people are flocking across town to join the excitement and secure available housing and business space—the story of the Waterloo Arts and Entertainment District is a testament to the transformative power of cultural investments in our communities.



## SPONSORSHIP LEVELS

Quite simply, the Waterloo Arts Fest is not possible without donor support. We are more than happy to customize a sponsorship package to fit your particular interest. We can also consider gift-in-kind and service in-kind gifts. Please contact Amy Callahan at 216-692-9500 to explore sponsorship options. Waterloo Arts is a registered nonprofit 501(c)3 and donations are tax deductible.

### \$10,000 FEST SUPER HERO

The mother load of all sponsorship packages, includes all other perks plus your company will be enthusiastically acknowledged in PRESS RELEASES, you will have naming rights to the MAIN STAGE and your company will welcome attendees on prominent ENTRANCE SIGNAGE.

and...

- Logo featured in print ads in key arts and entertainment publications
- Large logo on Thank You banners throughout event
- Logo on publicity posters and postcards distributed prior to event
- Logo listed on signage throughout event
- Logo on program distributed prior to and during the event
- Logo on website

### \$5,000 FEST EXTRAORDINAIRE

By choosing one of these key program areas to sponsor, you get to decide how to best represent your company's values: KIDS AREA, ARTS ALIVE, SMALL STAGE (4), BATTLE OF THE RUST BELT ARTISTS. Company name will be featured onsite and in the program.

and...

- Logo featured in print ads in key arts and entertainment publications
- Giant logo on Thank You banners throughout event
- Logo on publicity postcards distributed prior to event
- Logo on publicity posters and postcards distributed prior to event
- Logo listed on signage throughout event
- Logo on program distributed prior to and during the event
- Logo on website

### \$3,000 FEST CHAMPION

Associate your company's name with creativity by sponsoring an innovative art installation. Your company's name will be prominently displayed at installation site.

and...

- Logo on publicity posters and postcards distributed prior to event
- Logo listed on signage throughout event
- Logo on program distributed prior to and during the event
- Logo on website

### \$1,000 FEST STAR

- Logo listed on signage throughout event
- Logo on program distributed prior to and during the event
- Logo on website

### \$500 FEST BUDDY

- Name listed on signage throughout event
- Name on program distributed prior to and during the event
- Name listed on website

### \$250 FEST PAL

- Name listed on website

Supporting the Waterloo Arts Fest demonstrates that you are a leader investing in Cleveland's future. Our culturally engaged audience love Cleveland and they love our Fest. Let a little of that love rub off on you!

Please complete this form, tear off page, and return to Waterloo Arts.

# SPONSORSHIP FORM

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

## **Sponsor Commitment** (Please check all that apply)

- ☐ \$10,000 Fest Super Hero!
- ☐ \$5,000 Fest Extraordinaire!
- ☐ \$3,000 Fest Champion!
- ☐ \$1,000 Fest Star!
- ☐ \$500 Fest Buddy!
- ☐ \$250 Fest Pal!
- ☐ Other Amount (please specify) \$ \_\_\_\_\_
- ☐ Gift or Service in kind (please specify) \_\_\_\_\_

## **Logo Information:**

In order to acknowledge your sponsorship, we need a hi-res digital file of your business or organization's logo. Send files to [festcoordinator@waterlooarts.org](mailto:festcoordinator@waterlooarts.org). Black and white and full color are acceptable in EPS format, at 300 dpi minimum.

Please check one of the following:

- ☐ I would like my business to be publicly acknowledged for supporting the Waterloo Arts Fest, and I am e-mailing my logo to Waterloo Arts.
- ☐ I do not need my business to be publicly acknowledged for supporting the Waterloo Arts Fest, so I'm not providing a logo to Waterloo Arts.

Your Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please send this form with your tax-deductible donation to:

Waterloo Arts / Waterloo Arts Fest Sponsorship: 15605 Waterloo Road, Cleveland, Ohio 44110.

For more information, please contact:

Amy Callahan, Waterloo Arts, Executive Director: 216-692-9500, [a.callahan@waterlooarts.org](mailto:a.callahan@waterlooarts.org)

Lisa Pasquale, Waterloo Arts Fest, Coordinator: 440-478-2322, [festcoordinator@waterlooarts.org](mailto:festcoordinator@waterlooarts.org)

Tim Polak, Waterloo Arts Fest, Coordinator: 440-223-1852, [festcoordinator@waterlooarts.org](mailto:festcoordinator@waterlooarts.org)

**Your sponsorship begins when we receive your donation. Your gift will be acknowledged with a letter of recognition for you to retain for your records.**  
**Thank you from all of us at Waterloo Arts!**



SEE YOU AT  
THE FEST!

