

# THE CABOT ARTS AND MUSIC FESTIVAL

**JULY 26 - 27 2024**  
VILLAGE COMMON - CABOT, VT  
**CABOTARTS.ORG**

ROSE AND THE BROS - THE MAMMALS - SOGGY PO BOYS  
RAYNA GELLERT AND KIERAN KANE - BREAD AND PUPPET  
POINTE NOIR CAJUN BAND - KEN AND BRAD KOLODNER  
BOB AND SARAH AMOS - TIM JENNINGS - DANCE STAGE  
MODERN TIMES THEATER - CURROGATED SPECTACLES  
KIDS ACTIVITIES - FOOD TRUCKS - CRAFT MARKET

The 3rd annual Cabot Arts and Music Festival returns in 2024 for 2-days, with 4 stages, 12 Bands, Dances, Food Trucks, Artisan Craft Vendors, Community Art Projects, and Kids Experiences on the Cabot Village Common.



*Rose and the Bros*



*The Mammals*

With a commitment to invest more than \$150,000 in Vermont's Creative Economy over 3 years, Cabot Arts brings the third annual Arts and Music Festival to Northern Washington County.



*Soggy Po Boys*

The goal of the Cabot Arts and Music Festival is to bring people together for a joyful weekend of music, food and local craft while enriching the artistic and economic scene in the region.

# 2024 MARKETING OVERVIEW

*The Cabot Arts and Music Festival has an aggregate exposure of over one million views and is a key part of Cabot's long term strategy of creating a vibrant and engaging arts scene in Central and Northern Vermont.*

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## ADVERTISING

**Vermont Public Radio** underwriting campaign on both news and classical stations, generating 600,000 impressions statewide. Print and digital ads included in 2 issues of **Seven Days** generating 300,000 impressions. **Front Porch Forum** digital ad campaign, generating 100,000 impressions throughout Central Vermont. Print ads in the Spring/Summer edition of the **Kingdom Guide** totaling 40,000 impressions statewide. Print ad in the July, summer festival-themed edition of the **Montpelier Bridge** generating 22,000 impressions.

## SIGNAGE

Festival banner featured over Rt. 215 / Main Street in Cabot - presenting sponsors included. 400 posters with sponsor logos distributed throughout Central Vermont and the North East Kingdom. Sponsor logos printed on festival programs.

## EARNED MEDIA

Multiple festival press releases to be sent to more than 200 media contacts across Vermont, New England, and Montreal. Sponsors included in each release.

## EDITORIAL CALENDARS

Festival listed in regional calendars including Vermont Tourism, Vermont Arts Council, VisitVermont.com, Vermont Vacation, VTEvents, ThinkVermont.com, Vermont Creative Network, KidsVT, Seven Days, Find & Go Seek, and Front Porch Forum. Sponsors included when available.

## NEWSLETTERS

More than 2,000 Cabot Arts subscribers will receive 6 emails highlighting the festival. Sponsors included.

## SOCIAL MEDIA

Posts, stories and events on Facebook and Instagram will reach over 10,000 individuals. Sponsors credited and tagged in all posts.

## ONSITE EVENT RECOGNITION/ATTENDANCE

Sponsors recognized prior to every performance.

# 2024 SPONSORSHIP BENEFITS

We are looking to partner with companies who share in our commitment to creating experiences that bring the community, musicians, and artisans together. Please consider supporting this project that is sure to be a tremendous event for all who participate!

There are multiple ways to support the Cabot Arts and Music Festival through corporate or local business sponsorships. Individuals who love and support arts and music might also consider becoming patrons of the festival with a tax-deductible contribution.

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**\$1,000**

**Presenting  
Sponsor**

**\$500**

**Patron  
Sponsor**

**\$250**

**Supporting  
Sponsor**

**In-Kind**

**Media  
Sponsor**

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## DIGITAL

- Multiple emails sent to over 2,000 individuals with link to sponsor website.
- Posts and stories on Facebook and Instagram with sponsor recognition
- Sponsor website linked on all Cabot Arts websites, with 4,000 projected page views.
- Recognition included in all community calendar listings when available.
- Recognition in post-festival performance videos, projected to reach 10,000 individuals.
- Sponsors recognized in artists' media when possible.

## PRINT

- Sponsor logo included in all festival ad placements, with 275,000+ projected local impressions
- Sponsor logo on 500 posters distributed throughout Central Vermont.
- Sponsor logo on 500 festival programs.
- Press release to all major VT radio and regional news outlets announcing the festival.

## ON SITE

- Prominent sponsor logo placement at Main Stage
- Sponsor recognition at beginning of each concert set

# THANK YOU!



**MODERN TIMES THEATER**

*Few things contribute so well to the quality of life in a community as live music and the arts.*



**DANCES**



**CRAFT VENDORS**

Back Roads Farm, Inc.  
8883 www.sacredheart.org



**KIDS ACTIVITIES**