

UPTOWN ART FAIR



*Minnesota's
Most Iconic Art
Celebration*

A community of the arts

As Minnesotans we take pride in all of what our community has to offer. We love our 10,000 lakes. We embrace our winters. We cheer passionately in our sports teams. We take pride in our rich music history and we are passionate about our reputation as a world class arts community.



The Most Iconic Arts Event in the region



The Uptown Art Fair is a three-day celebration that showcases everything that the Twin Cities vibrant arts scene has to offer. The longest running and most well attended event of its kind in the state, the event features an immersive creative experience held in the region's most vibrant and artistic neighborhood.

A Desirable Audience

Each year close to 400,000 people descend upon Uptown to enjoy great food, family friendly entertainment and to be inspired by artists that spark the imagination.

385,000 VISITORS

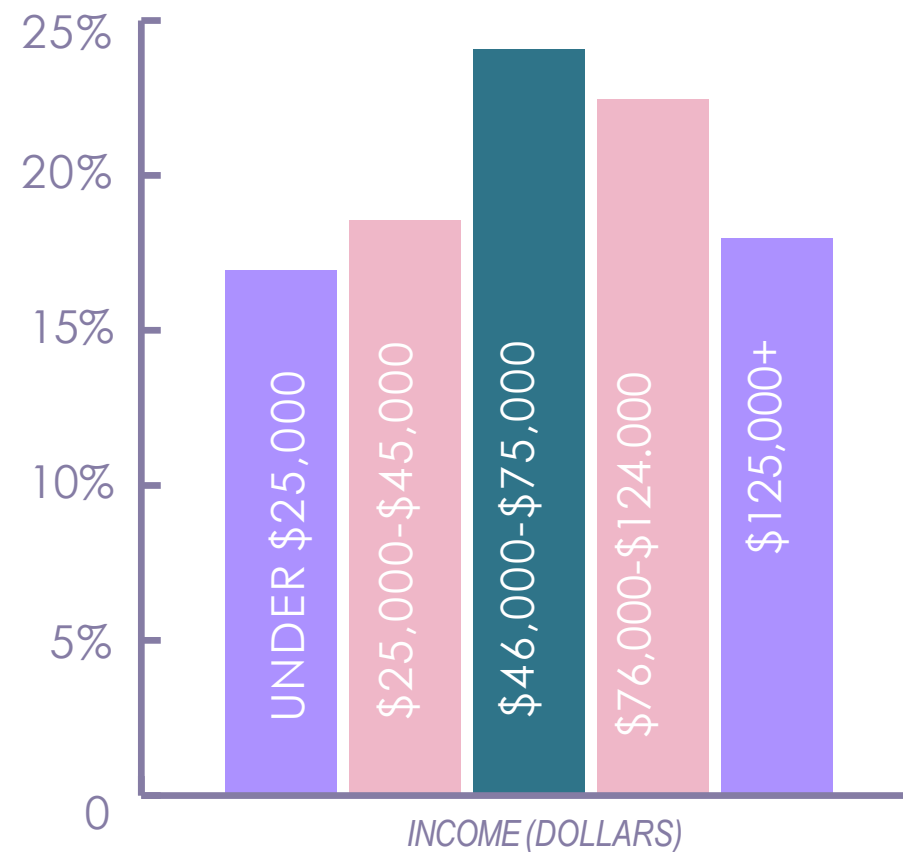
27% first-time visitors

23% 1-3 times

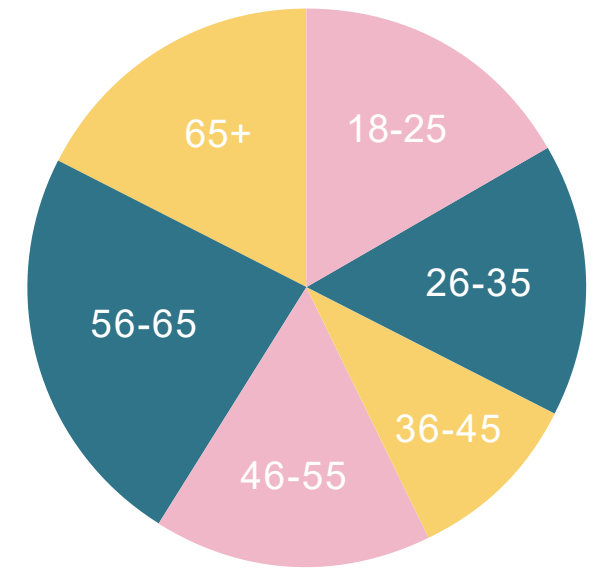
24% 4-10 times

24% 10+ times

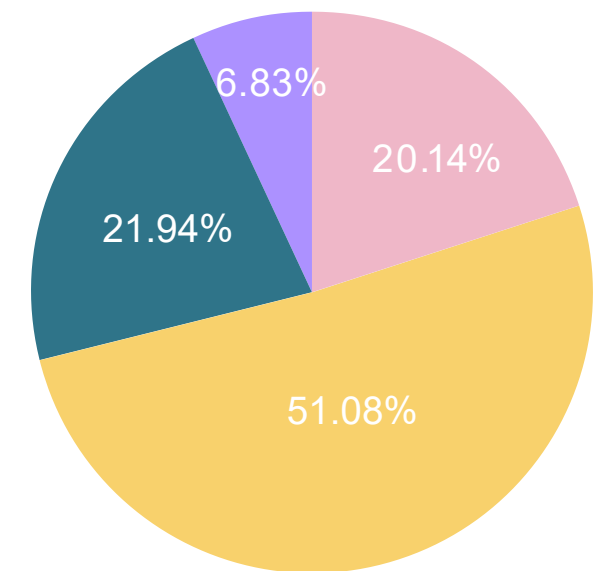
Attendees



Age



Completed Level of Education



PhD/Professional Degree

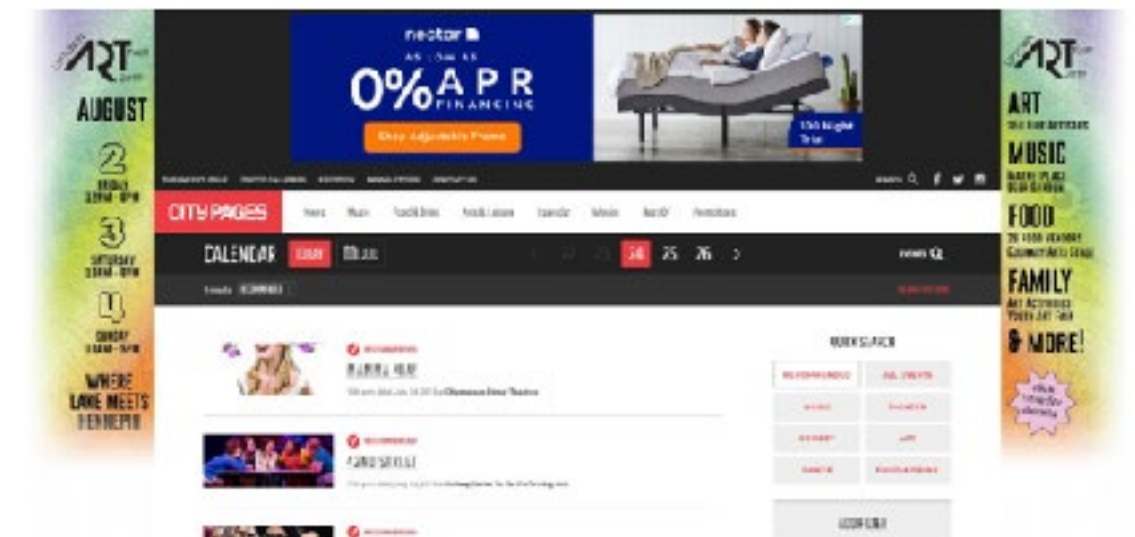
High School Diploma

Master's Degree









Bachelor's Degree

Exposure that Extends Beyond Uptown

While close to 400,000 visit the Uptown Art Fair each year, the event reaches millions of additional consumers through it's regional advertising, local media coverage and its aggressive social media strategy.




Impressions

	ONLINE.....	254,214,675
	ON-SITE IMPRESSIONS.....	31,865,100
	ADVERTISING.....	3,373,705
	PRINT.....	1,608,716
	RADIO.....	1,192,800
	TELEVISION.....	1,112,318
	WEBSITE PAGE VIEW.....	282,565
	GRAND TOTAL.....	375,817,815

Social Media Numbers & Impressions

 8,680 FOLLOWERS
4.4 OUT OF 5
★★★★★
503,949 IMPRESSIONS

 1,508 FOLLOWERS
#UPTOWNARTFAIR
USED 4,678 TIMES
57,831 IMPRESSIONS

 1,722 FOLLOWERS
1,418 TWEETS
24,490 IMPRESSIONS



Why Partner with the Uptown Art Fair?



Produced by the Uptown Association, the Uptown Art Fair is made possible every year through the efforts of hundreds of community volunteers and the support of our generous sponsors and in 2020 we are proud to offer a limited number of partnerships to brands looking to engage and interact with this passionate audience while supporting the local art community.



The Most Iconic Arts Event in the Region

The Art Fair integrates partner messaging in a manner that is impactful without being intrusive as partners can reach the events massive audience without negatively impacting attendees on-site experience.



Establish a Connection to the Arts

Partners show their commitment to the arts and can align their brand with the Spirit of the Uptown Art Fair through entitlement of interactive areas, multi-cultural presentations, educational programming and live art demonstrations.



Interact and Engage with Consumers

Event attendees represent a powerful decision making demographic and the Art Fair offers several opportunities for partners to interact with these individuals while activating their brand.



Wrap - Up

The Uptown Art Fair is committed to creating partnerships that work for our sponsors and bring value to our attendees. Programs are customized to partners goals and needs and can be crafted to fit in almost any budget.

3 8 5 , 0 0 0
VISITORS OVER 3 DAYS

50 YOUTH ARTISTS | 321 ARTISTS
(36 STATES, 2 COUNTRIES)

1 5 , 0 0 0
EVENT PROGRAMS
DISTRIBUTED

2 , 0 0 0
SWAG BAGS
DISTRIBUTED

6 0 5
VOLUNTEERS

1,600
BIKE VALETS

7,534

METRO
TRANSIT
ART
PASS
BUS RIDES
SATURDAY
& SUNDAY

5 LOCAL NON-PROFITS IN THE
CHARITABLE PARTNER TENT