

# Festival of the Building Arts

Planned for Saturday, October 11, 2008

The National Building Museum is the nation's leading institution celebrating the building arts. It has built a reputation for producing innovative youth education programs aimed at families and school audiences, including a series of day-long festivals that celebrates the built environment and the people who contribute to its creation.



The festivals feature hands-on activities and demonstrations by expert builders, engineers, and craftspeople that encourage visitors to learn about and participate directly in the building arts. The Museum's signature festival takes place each fall, when the Museum presents the *Festival of the Building Arts*, reaching 3 – 5,000 people. The only event of its kind in the Washington area, the festival gives young people and families the opportunity to explore first-hand a variety of traditional and contemporary building trades and crafts.

Visitors work side-by-side with master craftspeople—from bricklayers and blacksmiths, to art glass designers and gilders—to discover the skills and secrets employed in the building arts. This **free, daylong event** is held in the Museum's Great Hall, one of Washington, D.C.'s most spectacular spaces. This year's festival will feature activities that emphasize the "arts" involved in the Building Arts. Highlights will include several presentations by the Liz Lerman Dance Exchange of *Pas de Dirt*, a number choreographed for dancers AND small construction vehicles, such as bob cats, that will be performed outside on the street in front of the Museum.

Throughout the day, festival attendees will have the opportunity to participate in **hands-on activities**. Previous festivals have included:

- traditional and contemporary crafts and techniques, such as stone carving, creating plaster casts, or gilding, alongside expert craftspeople;
- demonstrations about traditional roof thatching techniques and antique tools;
- a nail-driving contest;
- sculptures from nuts and bolts,
- construction equipment "petting zoo" of cranes, excavators, and dump trucks;
- meet with masons, roofers, faux finishers, carpenters, plumbers, and contractors; and
- tour of the Museum's acclaimed exhibitions and historic building.



The Museum's events receive significant publicity—past coverage of the *Festival of the Building Arts* reached a **potential audience of more than 3 million households**. It was featured in *The Washington Post*, *Washingtonian* magazine, and by the local radio station, WTOP. The *Festival of the Building Arts* offers sponsors a unique opportunity to partner with a national cultural institution in a one-of-a-kind event reaching thousands of families in the Washington, D.C. metropolitan area. To sponsor this exciting event, please contact the Development office at 202.272.2448.



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## PRESENTING SPONSOR: \$25,000

All Lead level benefits, plus:

### Recognition as a "Presenting Sponsor" on promotional materials

- Credit and reciprocal link to sponsor website in a marketing email sent to more than 11,000 people
- Logo recognition on paid advertisements placed with an estimated circulation over 100,000

### On-line visibility

- Logo and reciprocal link on the Museum's website, [www.nbm.org](http://www.nbm.org), which receives 1 million hits annually

### Visibility at the event

- Logo recognition on 2,000 Festival programs distributed to attendees at the event
- Logo recognition on the Festival donor credit panel placed at the entrance to the event
- Logo recognition on t-shirts worn by Museum staff, volunteers, and demonstrators at the Festival
- Promotional station to distribute corporate or product materials, allowing direct access to visitors

## LEAD SPONSOR: \$15,000

All Supporting level benefits, plus:

### Recognition as a "Lead Sponsor" on promotional materials

- Logo recognition on 15,000 promotional postcards mailed prior to the event

### On-line visibility

- Logo recognition on the Museum's website, [www.nbm.org](http://www.nbm.org)

### Visibility at the event

- Logo recognition on 2,000 Festival programs distributed to attendees at the event
- Logo recognition on the Festival donor credit panel placed at the entrance to the event

## SUPPORTING SPONSOR: \$10,000

All Contributing level benefits, plus:

### Recognition as a "Supporting Sponsor" on promotional materials

- Credit in the Museum's September edition of the *Calendar of Events*, mailed to 11,000 people
- Credit in a wide circulation email sent to more than 11,000 people in advance of the event

### On-line visibility

- Name recognition on a dedicated Festival web page on the Museum's website, [www.nbm.org](http://www.nbm.org)

## CONTRIBUTING SPONSOR: \$5,000

### Recognition as a "Contributing Sponsor" on promotional materials

- Name recognition on 15,000 promotional postcards mailed prior to the event
- Name recognition in mailings to 1,200 media outlets

### Visibility at the program

- Name recognition on 2,000 Festival programs distributed to attendees at the event
- Name recognition on a donor credit panel placed at the entrance to the event
- Name recognition on t-shirts worn by hundreds of staff, volunteers, and demonstrators at the festival