

SAVANNAH RECORD FAIR

SPONSORSHIP FACT SHEET

WHAT

The Savannah Record Fair is a two-day record store for the greater Savannah area at which vendors sell vinyl records as well as music merchandise and memorabilia. The Savannah Record Fair is held in the spring and fall. Since the inaugural fair in October 2009, it has quickly become a regional event, with nearly 2,000 people attending the Savannah Record Fair in April 2011.

WHEN

March 3-4, 2012

WHERE

Student Center, 120 Montgomery St., Savannah, Georgia

WHY

Sponsoring the Savannah Record Fair is an excellent opportunity to foster a relationship with the SCAD community and increase visibility on campus. Most importantly, sponsorship of the record fair is an excellent opportunity to support students at SCAD Radio. SCAD Radio, which is funded primarily through advertising, underwriting and sponsorships, is a valuable resource to students in every degree program. Every dollar raised for the department is used to enter students in national competitions, send them to conferences, purchase equipment and pay stipends.

According to vendor Roger Hoppe of Chicago, Illinois, the Savannah Record Fair is one of the best in the Southeast. In short order, the Savannah Record Fair has become very popular, attracting the same amount of customers as record fairs twice its size. Record dealers are inundated with customers that genuinely love music and appreciate vinyl.

Last spring the Savannah Record Fair partnered with the inaugural Bandwagon Poster Art Show and Sale. More than 40 print designers sold their artwork at the expo and attended live performances by regional bands. Bandwagon received strong reviews from regional designers and is growing into a premier event for original music poster art in the Southeast. Due to its increasing demand, Bandwagon is expected to attract an additional 1,000 patrons who are contributing to Savannah's creative workforce.

The Savannah Record Fair will be well attended. Its patrons and vendors are a viable consumer group, so don't miss this opportunity to brand your business to a great group of cultured individuals.

SPONSORSHIP LEVELS

SPONSORSHIP PACKAGE: \$200

Opportunity to brand your company to Bandwagon Poster Art Show and Savannah Record Fair concertgoers as well as vendors and designers

- 25 underwriting announcements on SCAD Radio one week prior to event
- Honorable mention during intermissions during concert
- Honorable mentions during record fair and poster art show
- Logo placed on record fair t-shirts
- Logo and name placed on record fair programs
- Logo and name placed in prominent positions on SCAD Radio and District websites
- Logo and name listed on all concert fliers, SCAD Radio underwriting, print advertising and mentions at all live remotes in SCAD eateries promoting the event

To sponsor this event, contact Kimberly Herrington at 912-525-5502 or e-mail her at kcherrin@scad.edu.
Deadline is January 31.