

ILLUMINATE

LIGHT ART + CREATIVE TECH FEST

COMMUNITY FESTIVAL OF PROJECTION AND
LIGHT ART & CREATIVE TECHNOLOGY
COMING TO DOWNTOWN SALT LAKE CITY IN NOVEMBER

ILLUMINATESALT LAKE.ORG



Utah Arts Alliance—a 501(c)(3) non-profit dedicated to fostering the arts in all forms to create an aware, empowered, and connected community—seeks support for the fourth annual ILLUMINATE.

ILLUMINATE is a FREE two-day community art event—a celebration of innovation and imagination for art lovers, families and tech fans. Festival headquarters are home to indoor and outdoor installations as well as signature programs including the STEAM Lab and Light Lounge.

From there, activities are spread throughout the entire city as ILLUMINATE invites you to explore your surroundings in a whole new light, by illuminating our culture and community through art and technology.

The festival features more than 50 light installations, live music and performance, kids activities, interactive light art demonstrations, virtual + augmented reality, food trucks, local brews & spirits and much more!



FESTIVAL GOALS + OBJECTIVES

- To illuminate our city's history, culture and architecture using light and art.
- To connect our growing technology sector together with artists to collaborate on work that gives our community a sense of place, while adding to the livability of the city.
- To provide career building platforms and technology training for artists.
- To bring our diverse communities together in downtown Salt Lake City to enhance its vibrancy, through new media arts.





FESTIVAL ELEMENTS



LIGHT MUSEUM

The citywide ILLUMINATE museum includes light-based projects created by artists on display on and around city buildings, window fronts, parks, lobbies and other public spaces. This citywide museum illuminates our vibrant downtown area, its culture and history, while also increasing visitation to the city. As the festival grows, so does the museum.

LIGHT LOUNGE

The Light Lounge is the nexus of ILLUMINATE. The lounge is an indoor space filled with dramatic light installations, performance space for movement pieces that incorporate light, panel discussions and adult beverages in a chill atmosphere. This is the space where visitors begin and end their exploration of the event.

STEAM LAB

The STEAM LAB is an experimental space with "hands on" educational experiences that ask the community "what is light?" and "what can you create with light?" Utilizing the principles of STEAM (science, technology, engineering, ARTS and mathematics), this element offers unique ways for users to explore, experiment and express themselves with light while learning.

KIDS LIGHT LAB

Our partners at Discovery Gateway take the same concept of the STEAM LIGHT LAB and adapt it to suit our little illuminators. This is a safe place where kids are encouraged to touch, move and play with light.

ILLUMINATE AR

Salt Lake City's first augmented reality art app enhances the experience of festival attendees. ILLUMINATE AR is available for free download for iPhone and Android users. By scanning markers placed around the Light Museum, users will see 3D artworks, learn more about participating artists and sponsors, complete tasks to compete for prizes. The options are truly limitless.

AFTER GLO PARTY

The official after party for ILLUMINATE will transport you to another world of art, performance, music and dance. 21+.



SPONSOR LEVELS

Sponsors of ILLUMINATE realize unique visual marketing benefits, shared media and promotions, and exclusive experiential opportunities with festival attendees, local artists and our growing local technology sector. Let's work together to find the best level of engagement for your company and its employees. Levels and programs follow:

POWERED BY

TITLE SPONSOR

\$100,000

- Large logo and/or name incorporated in the updated artwork to be used in all marketing materials, recognized as the title sponsor. This includes posters, print advertisements, social media graphics, digital assets (website and email campaigns)
- Signage at the various ILLUMINATE venues, this may be printed banners, projections or augmented reality apps
- Logo and link on the ILLUMINATE AR app
- Recognition with links across ILLUMINATE and Utah Arts Alliance social media platforms
- Verbal recognition as the title sponsor during all radio, TV and live events
- Company information, merchandise & recognition table/area in the Light Lounge
- Sponsorship of a traveling artist: lodging, travel, stipend
- 26 VIP tickets, includes VIP access to After Glo

SPECTRUM

STAGE OR MAJOR ELEMENT SPONSOR

\$50,000

- Logo on all Stage or other Major Sponsored Element signage
- Logo on festival brochures, posters and promotional materials
- Logo and link to company page on the ILLUMINATE AR app
- Company Banner prominently displayed in the Light Lounge
- Verbal recognition during all stage or element performances
- Recognition with links across ILLUMINATE and Utah Arts Alliance social media platforms
- Booth or company information in the Light Lounge
- Sponsorship of a traveling artist: lodging, travel, stipend
- 18 VIP tickets to After Glo

ULTRAVIOLET
LIGHT LOUNGE SPONSOR
\$20,000

- Logo on all Light Lounge signage
- Logo on festival brochures, posters and promotional materials
- Logo and link to company page on the ILLUMINATE AR app
- Company Banner prominently displayed in the Light Lounge
- Verbal recognition during all Lounge Events
- Recognition with links across ILLUMINATE social media platforms
- Booth or company information in the Light Lounge
- Sponsorship of a traveling artist: lodging, travel, stipend
- 12 VIP tickets to After Glo

INFRARED
LIGHT LAB SPONSOR
\$10,000

- Logo on all Light Lab signage
- Logo on festival brochures, posters and promotional materials
- Logo and link to company page on the ILLUMINATE AR app
- Company Banner prominently displayed in the Light Lounge
- Verbal recognition during all Lounge Events
- Recognition with links across ILLUMINATE social media platforms
- Booth or company information in the Light Lounge
- Sponsorship of multiple Lab experiences
- 10 VIP tickets to After Glo

In-Kind and media support are valued at one third of cash sponsorships in determining your sponsorship level.

PHOTON
AFTER GLO SPONSOR
\$5,000

- Logo on all After Glo signage
- Logo on festival brochures, posters and promotional materials
- Logo and link to company page on the ILLUMINATE AR app
- Company Banner prominently displayed at After Glo
- Verbal recognition during all After Glo Events
- Recognition with links across ILLUMINATE social media platforms
- Booth or company information in the Light Lounge
- 10 VIP tickets to After Glo

RGB
COMMUNITY LEVEL
\$2,500

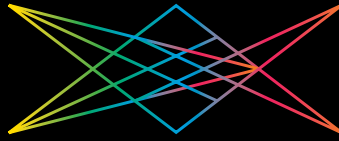
- Logo on festival brochures, posters and promotional materials
- Logo and link to company page on the ILLUMINATE AR app
- Booth or company information in the Light Lounge
- 4 VIP tickets to After Glo

PIXEL
INDIVIDUAL LEVEL
\$1,000

- Logo on festival brochures, posters and promotional materials
- 4 VIP tickets to After Glo

CUSTOMIZE IT!
TBD

Create a customized sponsorship level with the help of our sponsorship manager David Kubinski (david@utaharts.org). A mix of in-kind donations, cash, donated goods, gift certificates, and more can be arranged to be eligible for benefits.



ILLUMINATE

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ILLUMINATE SPONSORS AND PARTNERS

Visit Salt Lake
Salt Lake City Corp
Downtown Alliance
Salt Lake City Arts Council
Utah Department of Arts and Museums
Zoo, Arts and Parks (ZAP)
Utah Museum of Contemporary Art
Utah Film Center
Discovery Gateway
Clark Planetarium
Illuminating Engineering Society
Dominion Energy
Global Travel Network
Ogden's Own
Make Salt Lake
Vestar
Gateway
XMission Internet
Adobe
Rocky Mountain Power
On Call A/V
Meru Interactive
Mountain View Staging
State of Utah
Rainbow Neon Sign Co
KUAA 99.9 FM
The BLOCKS
Sparrow Electric

CONTACT:

Utah Arts Alliance, a 501(c)(3) non-profit dedicated to fostering the arts in ALL forms to create and aware, empowered and connected community.

utaharts.org

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