



Dear Friends and Sponsors of the 43rd Street Festival,

This year's 35th annual **43rd Street Festival of the Arts** will take place on **September 12th 2026**, near Forest Hill Avenue and 43rd Street. The event will feature 75 of the region's finest contemporary artisans. An estimated 5,000 people attend the event, with many making it an annual fall tradition.

This RVA festival is intended to put a spotlight on the fine arts and crafts community in the area, to promote sales of local artisans and food vendors, and promote local musicians. The show is a true community effort benefiting CARITAS. Artisans donate work for a raffle, and proceeds of the artist-designed T-shirt help raise money for the event. The show is free to the public. However, donations can be made at each of the four entrances to the show. With the help of sponsorships, we have doubled our advertising budget, increased attendance, and increased the amount raised for CARITAS for this one-day event. Over the years, we have raised more than \$120,000 to help fulfill CARITAS's mission to create a safe space to heal and time to rebuild for those individuals experiencing homelessness and/or addiction.

Our publicity efforts include social media, print and radio ads. While the festival is well established, publicizing the date of the event is vital to its success. We invite your company to sponsor the festival and help CARITAS provide food, shelter, and recovery for people in crisis. Support by organizations like yours in the past has helped make this event possible. We know this is a great marketing opportunity for you and would like to reserve space in the flyer to acknowledge your support.

Please take a look at the range of sponsorships available. Many thanks to those of you who have supported us in prior years. We hope you will join us again this year for a great show.

43rd Street Festival of the Arts

Presented by Atlantic Union Bank

Saturday, September 12th from 10 am - 4 pm in Forest Hill Neighborhood

Presenting Sponsor: (1): \$10,000–Atlantic Union Bank

Your name and logo will be included on all event promotions and materials, including the brochure cover (4" x 2"). Opportunity to present from the stage at the festival, which typically draws a crowd of around 5,000 attendees. Opportunity to have a booth onsite and a company banner displayed prominently. Twenty tickets entered in the art raffle.

Media Sponsor (1 available): \$5,000

Help us get the word out and drive attendance to the festival. Name and logo included in all event promotions. 2" x 2" logo in Festival brochure. Ten tickets entered in the raffle.

Music Stage Sponsor (1): \$2,500

Help us show appreciation to the local musicians who add so much to our day! Your name and logo will be displayed prominently on the stage. 2" x 2" logo in Festival brochure. Five tickets entered in the art raffle.

Community Art Sponsor (1): \$2,500

Help us show appreciation to our local artists! You will receive sponsor acknowledgement during the raffle drawings, and five tickets entered in the art raffle.

Supporting Sponsor (6 available): \$1,000

Name and logo on all event materials and digital media. 2" x 2" company logo in the Festival brochure. Sponsor acknowledgement at the event.

Artist Awards Sponsor (6 available): \$750

Name and logo on all event materials
2"x1" logo info in Festival Brochure.

Patron of the Arts (6 available): \$500

Name and logo (1" x 1") on all printed materials.

Friendly Neighbor (6 available): \$250

Logo in Festival brochure.

Printing Sponsor:

Help print our flyers and programs for the festival, with logo recognition on all materials.

If you are interested in any sponsorship level for the Festival and CARITAS, please contact Sarah Young at syoung@caritasva.org or 804.887.1570.