

FRACC
Fall River Arts & Culture Coalition

Viva
FALL RIVER

NARROWS
CENTER
MUSIC THAT MATTERS | ART THAT INSPIRES | COMMITMENT TO COMMUNITY



Fall River ARTS Festival

FREE EVENT

**A CELEBRATION OF ARTS
CULTURE & COMMUNITY**

MAY 10, 2025

WE

heart

**LIVE MUSIC
ART ACTIVITIES
PERFORMANCES
BIERGARTEN
FOOD TRUCKS
MAKERS/VENDOR AND MORE!**

SULLIVAN DRIVE, DOWNTOWN FALL RIVER, MA

The Fall River Arts & Culture Coalition (FRACC) is proud to present the **5th Annual Fall River Arts Festival - We HeART!**. Held during **ArtWeek SouthCoast**, it is a **free** celebration of arts and culture. FRACC in collaboration with Viva Fall River, the Narrows Center for the Arts, and the Fall River Farmers and Artisans Market, the event offers **live entertainment, arts & crafts, food vendors, and community resources**. Citizens for Citizens provides **free grocery** distribution. FRACC's flagship festival will welcome hundreds of local residents, families, & visitors to celebrate Fall River's **cultural and artistic diversity** and support dozens of **local businesses and entrepreneurs** throughout the South Coast, creating a family-friendly and **inclusive event accessible to all**.

FRACC CONNECTS WITH THE COMMUNITY

- Over 12,000 individuals engaged in 2024
- Over 462 individuals receive our email blasts
- Social Media followers - 2,335
- Social Media reach - 92,934
- 5,700 visitors to our website in 2023



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$10,000

- Exclusive naming rights for the event: "Fall River Arts Festival, presented by [Sponsor Name]".
- Featured logo placement on all event materials, including flyers, poster signage, and digital promotions.
- Logo featured on website for 12 months (143,000 unique website visitors in 2023).
- Ad on website Event Page for 12 months.
- Speaking opportunity on stage at the event.
- 10' x 10' booth space with choice of placement.
- Special recognition in press releases and newsletters.
- Social media recognition throughout the project, including a feature post highlighting your support.

HeARTbeat Sponsors \$5,000

- Prominent logo placement on all event materials, including flyers, poster signage, and digital promotions.
- Logo featured on website for 12 months (143,000 unique website visitors in 2023).
- Ad on website Event Page for 12 months.
- Recognized on-stage during the event announcements.
- 10' x 10' booth space at the event.
- Recognition in event press releases and newsletters.

Supporting HeARTs \$2,500

- Logo on all event materials, including flyers, poster signage, and digital promotions.
- Logo featured on website for 12 months (143,000 unique website visitors in 2023).
- Ad on website Event Page for 12 months.
- 10' x 10' booth space at the event.
- Social media shout-outs for supporting event.
- Recognition in newsletters.

Community HeARTs \$1,000

- Logo placement on event materials, including flyers and poster signage.
- Logo featured on website for 12 months (143,000 unique website visitors in 2023).
- Ad on website Event Page for 12 months.
- 10' x 10' booth space at the event.
- Recognition in newsletters.



DONATION FORM

Thank you for your interest in supporting the Fall River Arts Festival - We HeART! organized by the FRACC. Your contribution will play a crucial role in promoting arts, culture, and community engagement in Fall River. Please visit bit.ly/donate-weheart or fill out this form to indicate your sponsorship:

1. **Company/Organization:** _____

2. **Contact Person:** _____

3. **Email Address:** _____

4. **Phone Number:** _____

5. **Sponsorship Level:**

- Presenting Sponsor \$10,000
- HeARTbeat Sponsors \$5,000
- Supporting HeARTs \$2,500
- Community HeARTs \$1,000

6. **Email logo to fracc@onesouthcoast.com.**

7. **Additional Comments/Requests:**

Please complete the form and return it to fracc@onesouthcoast.com by 3/31/2025. Thank you for your generosity and support. If you have any questions or need further assistance, please don't hesitate to contact us. We look forward to partnering with you to make the Fall River Arts Festival a resounding success!

