

COLUMBUS ARTS FESTIVAL

COLUMBUS
ARTS
FESTIVAL

JUNE
6-8
2025
DOWNTOWN
RIVERFRONT

GC
AC

PRODUCED BY

GREATER COLUMBUS
ARTS COUNCIL



2025 SPONSOR
PROSPECTUS



EVENT OVERVIEW

ABOUT US

The Columbus Arts Festival is produced by the Greater Columbus Arts Council which is a nonprofit organization. The festival is supported by community sponsors to deliver a free and accessible festival to all.



THE 2024 COLUMBUS ARTS FESTIVAL!



2024 COLUMBUS ARTS FESTIVAL IN NUMBERS

NEARLY
500,000
ATTENDEES
(estimated)

Over 400
Volunteers
Giving more than
10,000 hours

200+ Artists

80+ Local Artists

4 Stages

80+ Performers
Including Music,
Dance, Theater &
Spoken Word



Watch Nick Dekker's
Instagram reel here.



DEMOGRAPHICS

ATTENDEES

78%
listened to music
while attending
the festival

65%
spent 2-5
hours at
the festival

ETHNICITY

White 76%

Black/
African American 11%

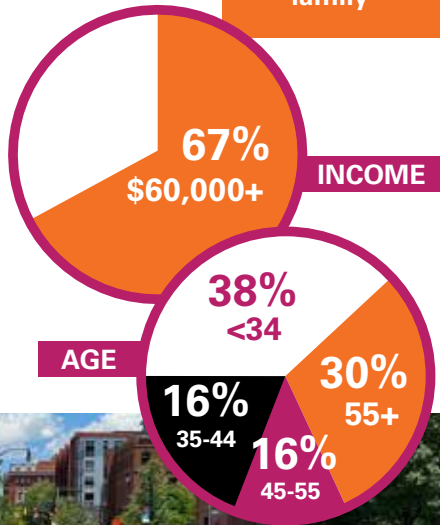
Asian American/
Pacific Islander/
Asian 5%

Hispanic/Latino 4%

Other 4%

61%
own their
own home

92%
very likely to
recommend
to friends and
family



For complete demographics go to:
[columbusartsfestival.org/
support/become-a-sponsor](http://columbusartsfestival.org/support/become-a-sponsor)



ARTISTS

228

Exhibiting Artists

ARTISTS SELECTED ANONYMOUSLY
BY A JURY PANEL OF EXPERIENCED
ARTS INDUSTRY PROFESSIONALS

Over 870

APPLICANTS

82

artists
from
Ohio

31 states and Canada

represented

**12 Artist awards
and \$21,000 in
cash awards**

16

CATEGORIES

2D mixed media

3D mixed media

Ceramics

Digital Art

Drawing

Emerging

Festival Artist

Fiber

Glass

Jewelry

Leather

Metal
(non-sculptural)

Painting

Photography

Printmaking

Sculpture

Wood



EVENT HIGHLIGHTS



1



2



3



4



5



7



6



10



9



8

1 2 Fashion was back at the Arts Fest Friday, June 7, 2024. Photo credit: Joe Maiorana (1), Nick Dekker (2) 3 The Bicentennial Park Stage featured Columbus-based music throughout the weekend, including singer/songwriter Angela Perley. Photo credit: McKenzie Swinehart 4 Visitors of all ages enjoyed summer art shopping at the Columbus Arts Festival. Photo credit: Serena Shi 5 Food, drink & fun converge at the annual Arts Fest patron party. Photo credit: Serena Shi 6 Art Shark paused for photos and high fives in the Kids Hands-On Activities Village. Photo credit: McKenzie Swinehart 7 Kids get curious in the Kids Hands-On Activities Village. Photo credit: McKenzie Swinehart 8 9 Sponsor Visit Savannah drew guests in to their space with fun interactive give-aways and tastings. 10 Columbus-based bands rocked out on the Arts Fests' Genoa Park Main Stage throughout the Festival weekend. Photo credit: Joe Maiorana

EVENT HIGHLIGHTS



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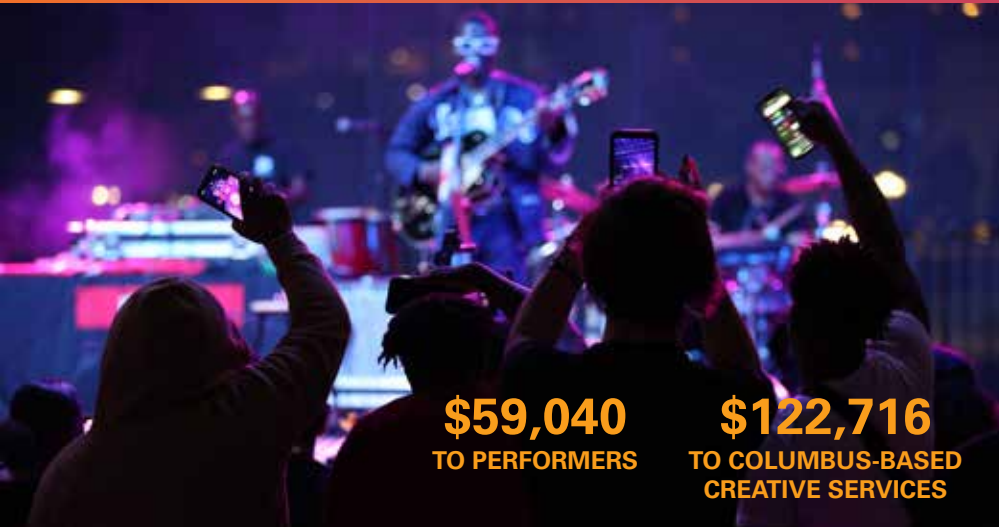
3

- 1 The Word is Art & Acoustic Lounge featured Columbus-based poets Saturday, June 8 & Sunday, June 9, 2024. Photo credit: Lacey Luce
- 2 Guests entering the VIP Patron Party at the Cultural Arts Center. Photo credit: Serena Shi
- 3 Guests enjoying food & drink at the VIP Patron Party. Photo credit: Serena Shi
- 4 The Genoa Park Main Stage featured Columbus-based talent, including Ballet folcórico Xochihua, in front of Columbus' beautiful skyline. Photo credit: McKenzie Swinehart
- 5 Inside the VIP Tent at the Patron Party. Photo credit: Serena Shi
- 6 The Big Local Arts Stage showcased Columbus-based musicians throughout the weekend. Photo credit: Nick Dekker
- 7 The Columbus Fire Department didn't just provide first aid and a baby changing/nursing stations (thanks to Nationwide Children's sponsorship), they also engaged visitors with fun SWAG. Photo credit: McKenzie Swinehart
- 8 Art shopping at the Big Local Arts Village. Photo credit: Joe Mairorana

ECONOMIC IMPACT



\$2.5M
IN ART SALES
over the course
of the weekend
(2024 artist survey)



\$59,040
TO PERFORMERS

\$122,716
TO COLUMBUS-BASED
CREATIVE SERVICES



You guys do a GREAT community outreach as attendance seemed higher than ever.

PHOTOGRAPHY ARTIST



BEVERAGE SERVERS

Beverage services are provided by Columbus nonprofit groups and are an essential part of festival operations. Each group earns a portion of what they sell plus tips for the entire weekend. It's another way the festival supports the Columbus community!

\$73,000
TO BEVERAGE GROUPS

- Columbus Italian Club
- Columbus Kappa Foundation/
Kappa Alpha Psi Fraternity
- FHHS/Westside Dolphins
- Friends of Indianola PTO
- Hilliard Moose
- Junior League of Columbus
- Kay's Vision
- Kiwanis Club of Columbus
- P.E.O. International Chapter EW
- Pets without Parents
- Simply Living
- Singing Buckeyes
- Speak for the Unspoken
- Vassor Village Civic Association



MARKETING AND PROMOTIONS

37.5 million total impressions
(PAID AND EARNED)

PAID & ADDED VALUE IMPRESSIONS

2.6 million print
25 million outdoor
2.5 million digital & social

DIRECT PROMOTIONS

15,000 info cards distributed
20,000 pocket maps distributed

WEBSITE

452,266 page views
131,610 users

SOCIAL MEDIA FOLLOWERS

35,000 Facebook followers
925,513 total reach
(from 1/2-6-20/2024)
11,110 Instagram followers
86,122 total reach
147,938 Reel views
(from 1/2-6-20/2024)

INFLUENCER CAMPAIGN

154,200 additional people reached on Cbus influencer social channels
10,400+ engagements
2.9 million impressions
\$131,500 earned media value

FEST FAN E-NEWSLETTER

4,332 subscribers
34,752 total sends with 9 newsletters sent
45% open rate



EARNED MEDIA & MEDIA PARTNERSHIPS

\$405,000

total media sponsor & partner in-kind value (broadcast, print & digital)

PRINT/ONLINE

199
articles

\$10.3 million
in publicity value

3 million
potential audience

TV/RADIO

244
stories

\$245,796
in publicity value

3.4 million
potential audience



Tap or scan to view the PSA produced by ABC6.



Tap or scan to view the PSA produced by WOSU.

TV:
ABC6, FOX28/
CW, WOSU

1,428
Spots

RADIO:
URBAN ONE STATIONS,
WCBE, WOSU, WSNY

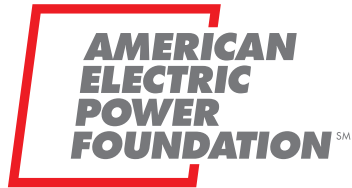
599
Spots

“

I did one of the morning news spots... I couldn't believe how many people told me they saw the show on the news.

JEWELRY ARTIST

THANK YOU TO OUR AMAZING SPONSORS!



G&J PEPSI



COLUMBUS ARTS FESTIVAL



POWERED BY
AMERICAN ELECTRIC POWER FOUNDATION

JUNE 7-9 2024
DOWNTOWN RIVERFRONT

DOWNLOAD THE FESTIVAL APP

An interactive map, artist info, stage schedules and more.



PRODUCED BY



Lost & Found:
Located at COSI
(lower level)

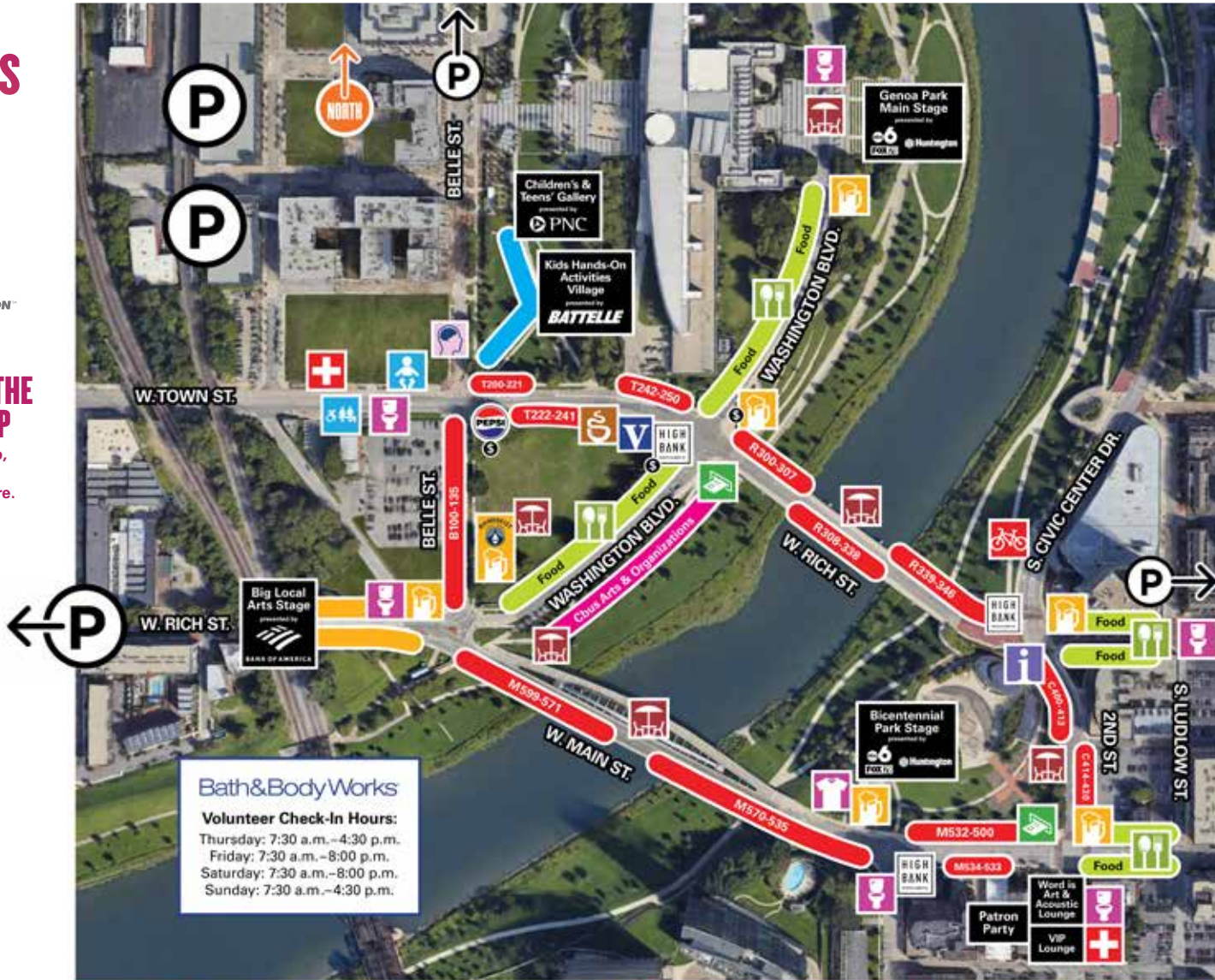
Lost Parents:
Located at
First Aid Tent

Wheelchair Accessible:

Parking: Posted at each parking lot or garage
Restrooms: Available at all restroom locations

NEW: Universal Restroom & Changing Table

Recycling provided by igsenergy



Bath&Body Works
Volunteer Check-In Hours:
Thursday: 7:30 a.m. - 4:30 p.m.
Friday: 7:30 a.m. - 8:00 p.m.
Saturday: 7:30 a.m. - 8:00 p.m.
Sunday: 7:30 a.m. - 4:30 p.m.

- Artists
- Food
- Big Local Arts Village & Demos
- Cbus Arts & Organizations
- Kids Hands-On Activities Village

- ATM
- Bike Parking
- Beer/Wine
- Family Care Station
- First Aid
- Food
- Frozen Beverages
- Info/GCAC
- Official Festival Merch Booth
- Pop & Water Only
- Restrooms
- Seating
- Stauf's Coffee
- Volunteer Check-In
- Sensory Tent CALM
- Universal Restroom & Changing Table
- Beverage booths with \$ take cash and credit card. All other beverage booths are credit card only.





“

The customers are so FUN! The show staff is SO NICE and genuinely happy to put on this show! location stunning—it was so frickin fun!

ARTIST JEWELRY



“

I've only been doing art fairs for about 5 years now, but this has been my best show ever.

PAINTING ARTIST

“

We had such a great time! Exposure to new and interesting artists, combined with wonderful musicians, events, food, and other participants made for a really really great time!!! A Herculean effort!!!

ATTENDEE



“

I genuinely have no notes. I absolutely love this show—it is so well organized... *chefs kiss* it's just beautiful.

ARTIST JEWELRY



2024 GCAC BOARD OF TRUSTEES

Christie Angel, chair*
Jim Negron, vice chair
David Teed, treasurer
Stefan Thomas, secretary*

Lourdes Barroso de Padilla*
Raj Bellani
Cheryl Brooks Sullivan
Mike Bukach
Mark Cain
Robin Davis
Alex Frommeyer
Currecia Gamble*
Lea Goldsmith*
Ian Labitue
Andrew Lipa
Celeste Malvar-Stewart
Emmanuel Remy*
Karla Rothan
Matthew Satterwhite*
Krystopher Scott
Jon Sherman*
Marshall Shorts
Jayme Staley
Julie Taggart*
Tariq Tarey
Yohannan Terrell
Amy Tillinghast
Sarah Townes*
Cindy Webster*

* Festival committee member

2024 GCAC STAFF

EXECUTIVE OFFICE

Tom Katzenmeyer
president and CEO
Sue Jones
director of administration
& board liaison

COLUMBUS ARTS FESTIVAL

Alexis Perrone
festival director
Kenneth Eaddy
festival and special events
coordinator
Rachel Sipes
festival contract worker

GRANTS & COMMUNITY OUTREACH ENGAGEMENT

Alison Barret
vice president of grants
& community outreach
McKenzi Swinehart
director, grants &
community outreach
engagement
Khaila Carr
coordinator, grants &
community outreach
engagement
Ariel Peguero
associate, grants &
community outreach
engagement

Greater Columbus Arts Council
182 E. Long St.
Columbus, OH 43215
614-224-2606

MARKETING, COMMUNICATIONS & EVENTS

Jami Goldstein
vice president of
marketing,
communications & events

Lacey Luce
marketing,
communications
& events strategist

Nick Dekker
marketing, communications
& events administrator

COLUMBUS FILM COMMISSION

John Daugherty
director

FINANCE & INFORMATION TECHNOLOGY

Kayla Green
chief financial officer


Raixa Velazquez
finance & administrative
coordinator

Matt "Calvin" Gruszecki
data & analytics director


Benjamin Gonzalez
finance intern


 GCACbus

 @GCAC_Cbus

 ArtMakesColumbus

 @ArtMakesCbus

 ColumbusArtsFestival

 @ColumbusArtsFest

GCAC.org
ColumbusMakesArt.org
ColumbusArtsFestival.org

2024 COLUMBUS ARTS FESTIVAL COORDINATING COMMITTEE

Artist Market

Rosemary Arn
Erin Birum
Cheryl Conner
Lynnette Cosby
Melanie Dancy
Julie Deley Shimer
Jamie Flowers
Kimberlee Goodman
Colton Johnson
Dee Kates Cook
Barb Leedom Young
Patricia Matthews,
chair
Lance Mitchell
Todd Smith
Susan Somers
Tamara Tangen
Mark Williams

Artist Market, Emerging Festival Artist Program Team

Brian Alloway
Sarah Barr, chair
Michael Bush
David Gentilini
Lance Johnson
Lisa McLymont
Lynette Santoro-Au,
chair
Lynette Shy

Beverages

Jonathan Greentree
Michael Higgins
Avery LaBianca
Peter LaBianca, chair
Randy Miller
Sharon Miller
Sue Roberts

Cindy Sams
Joe Sirrianni
Ellen Zimmer

Big Local Arts

Donna Estep, chair
Sam Farkas
Bri Fehrman
David Huncherick
Callie King
Susie McGarry
Pat Nolan
Randal Pearson,
chair
Samantha Pitts
Eric Shook
Mitzie Whelan

Cuisine Connection

Shandra Casey
Shyvonne "Shy"
McClendon, chair
Brent McCoy
Taleya Oshodi
Carolyn Schmidt
Allen

Dance & Theater

James Blackmon
Jane D'Angelo
Shannon Filmore
Sarah Mellino
Andrew Protopapas,
chair
Hannah Puckett
Steve Puhl, Jr.
Kirsten Upchurch

Kids Hands-On Activities Village

Susan Binder
Stacey Herb
James Novotny,
chair
Artega Wright

Headquarters

Rob Duvall, chair
Heather Lewellen
Thu Nguyen
Stacy Orbaker

Music

Joshua Burch, chair
Tom Butler
Andy Dodson
Bobby Ferguson
Jon Fintel
Joey Gurwin
Chris Hodges
Paul Hoy
Hillary Jones
Kara Jones
Raad Shubailly
Dennis Stafford
Kyle Tekaucic

Operations

Jaryd Botha
Adam Ferrell
Alyssa Ferrell
Mory Fuhrmann
Nate Riley
Nick Kish
Calvin Gruszecki,
chair
Ryan Orbaker, chair
Vincent Ridgway
Mike Samuelson

Security

Anna Stephenson,
chair
Wallace Tanksley,
chair

VIP

Jenny Bergman,
chair

Volunteers

Andrea Andrioff
Bryan Curtiss
Liz Martin
Jen Maxson
Melinda Shah, chair
Rachael Smale

Word is Art

Geoff Anderson
Liv Birdsall
Tristan DeMaria
Frances Diederich
Jim Flanagan
Katherine Matthews,
chair
Johari Mitchell
Amanda Page
Leah Wharton

JOIN US IN 2025



COLUMBUS ARTS FESTIVAL



ALEXIS PERRONE

Festival Director

aperrone@gcac.org

614-221-8625

182 E. Long St.
Columbus, OH 43215

ColumbusArtsFestival.org

JUNE 6-8 2025 DOWNTOWN RIVERFRONT



Photos used throughout this document were taken by:
Nick Dekker | David Heasley | Lacey Luce | Joe Maiorana | Serena Shi | McKenzie Swinehart

Design: Formation Studio