



BERKLEY STREET ART FEST

MEDIA KIT

SATURDAY, JULY 12, 2025

SUPPORTING OUR SPONSORS

- Facebook & Instagram (organic and paid)
- Investment in PR company to land local TV & radio spots
- Highlights in Berkley Bullhorn e-newsletter
- Signage around town weeks before event
 - Flyer handout at Berkley Art Bash
 - Bonus ad in Berkley Has heART Book

SOCIAL MEDIA EXPOSURE

Facebook: 2.3k Followers Instagram: 1.2k Followers

Total Reach (April – July 2024)

Organic: 17,400 Paid: 11,800

AT A GLANCE

- 🎨 Chalk Art Contest
- 🐕 Yappy Hour dog zone with pet photographer, vendors & adoption event
- 🎨 Kids activities, food, music & fun!
- 🎨 Caricature artist for people & pets
- 🎨 Chalk art demonstration with David Zinn
- 🍴 Culinary Corridor with artisanal food purveyors
- 🎨 Artisan booths to explore



MEDIA PLACEMENTS

Total Local TV Audience: 202,907

Total Radio Audience: 56,262

WEBSITE TRAFFIC

Sponsor logos receive placement on website.

Traffic (May – July 2024)

Site Sessions: 4,456

Unique Visitors: 3,253



"The event was great!! We loved being in the food corridor, and appreciate all of the social media posts promoting the event. We really enjoy the family and community feel."

CHRISTINA CODEN, RED HOTS CHILI

SIGN UP TO BE A SPONSOR AT [BERKLEYSTREETARTFEST.COM](https://www.berkleystreetartfest.com)



"Thank you, it was a wonderful show. We did very well. Please count us in for 2025 same booth."

MATRIX HOME SOLUTIONS

"Enjoyed the festivities in such a wonderful community. Talked to people about our business and hopefully gained some new customers."

JANNIE TEITELBAUM, GREAT LAKES POT PIES

