



52nd Annual

2025 Sponsorship and Exhibitor Info

July 26 & 27, 2025 | 10:00am - 6:00pm Saturday | 10:00am - 5:00pm Sunday

Charles E. Sexton Memorial Park (Formerly North Ponds Park), Webster, NY





Waterfront Art Festival

July 26 & 27, 2025

10am - 6pm Sat. | 10am - 5pm Sun.

Charles E. Sexton Memorial Park,
Webster, NY

www.waterfrontartfestival.com

WELCOME TO OUR 52ND YEAR!

The place to see and be seen! The Waterfront Art Festival is a fine art, and craft show that was started in 1973 on the Canandaigua City Pier. It was held in Canandaigua for 41 years and then moved to Webster, with a warm welcome, in 2015.

The artwork is the star at this festival; we feature close to 100 local artists at Waterfront Art Festival! We offer live music, craft beer and wine tastings, a food court and artists who demonstrate their skills. Western New York and the Finger Lakes region have some of the most talented artists in the country and the art is why we continue to do this festival!

OUR FESTIVAL BRINGS EXTENSIVE EXPOSURE

- 10,000 people on average attend Waterfront Art Festival
- Extensive print, and social campaigns
- 2,700+ fans on our social media channels and growing



2,700 Like

3,100 People Follow



287 Followers

The festival attracts thousands of attendees who shop and buy in a highly social and entertaining environment. Reach a year's worth of customers in just a few days! Our show provides quality leads, substantial sales, and exposure to thousands of attendees. We look forward to you joining us!

CONTACT SPONSORSHIP & EXHIBIT TEAM

Have an idea on how to craft your own sponsorship and or a question? Email info@waterfrontartfestival.com to learn more about how to put our event to work for you!



EXCLUSIVE SPONSORSHIP

Only 1 available per sponsor option



Stage Banner Sponsor

\$2,500 / 1 available

- 10x10 booth both days of the event
- Signage in entertainment area and parking and entrance
- Logo on all posts about music/entertainment
- Exclusive banner by entertainers
- Mention in event IG reel on day of event
- Clickable logo with direct link to your url on our website for one year



Garden Spot Sponsor

In-kind sponsorship / 1 available

- 10x10 booth both days of the event
- 3 social posts
- Signage in entertainment area and parking and entrance
- Clickable logo with direct link to your url on our website for one year



USG Photo Sponsor

\$850 / 1 available

- 10x10 booth both days of the event
- 3 social posts
- Signage in entertainment area and parking and entrance
- Mention in event IG reel on day of event
- Clickable logo with direct link to your url on our website for one year



USG stands for User Generated Content. We will work with you to build a unique structure for attendees to take pictures with and post on their personal social media, while featuring your brand.

EXHIBITOR

10 Booth and Virtual Exhibitors available



Booth Exhibitor

\$500 / 10 Available

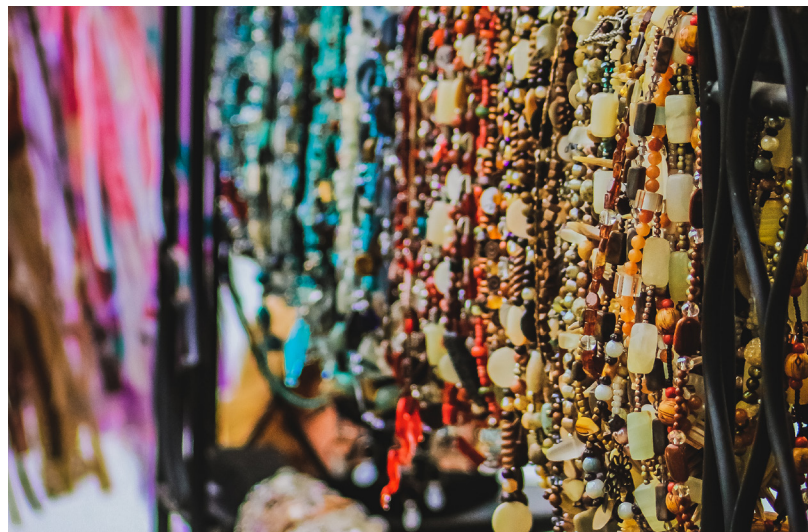
- 10x10 booth both days of the event
- 1 social post
- Signage in entertainment area and parking and entrance
- Clickable logo with direct link to your url on our website for one year



Virtual Exhibitor

\$250 / 10 Available

- 1 social post
- Logo included on sponsor banner during festival
- Clickable logo with direct link to your url on our website for one year



What attendees are saying...

" Enjoyed my first time at the Waterfront Art Festival. A nice weekend with many great artisans and live music. The food, craft beer, and wine were a great addition to end the day!" Looking forward to attending the festival for years to come!"
Gregg Lang

" The way that they have transformed concerts so that people can still attend is wonderful. We were so thankful to have the live music and to be involved with the community." *Cheri Downie*

" The artists were wonderful-unique, in a lovely setting. Cannot wait!" *Bonnie Serio*