

67TH ANNUAL

INDIAN FAIR + MARKET

MARCH 1-2, 2025



**SPONSORSHIP
OPPORTUNITIES**



heard.org/fair

HISTORY

Every year since 1959, the Heard Museum Guild—the volunteer arm of the Heard Museum—has planned, organized, and executed the Indian Fair & Art Market on the museum campus. Its original and sustaining purpose is to support the cultural and economic sustainability of Native artists and Tribes by providing a family-friendly event where people can learn about, interact with, and buy one-of-a-kind art directly from Native artists while also generating proceeds to support the Heard Museum’s mission and programs. In 2024, the Heard welcomed nearly 650 Native artists and over 19,000 visitors to this iconic Arizona event.

ONE ARTIST’S VIEW

“I am honored to be a part of this network of Indigenous artists, and **thankful to the Heard for supporting Native American art, providing a showcase of our best work.** We all walk this path hand and hand together, and each of us artists are enriched and grateful for our relationship with the Heard Museum... I thank the leadership and support of the Guild that has helped guide the Heard Museum into becoming one of the top museums of American Art in the United States today.”

Denise Wallace, Award-winning jewelry artist
(Chugach Sugpiaq/Alutiiq)



For more information, contact Dan Hagerty: dhagerty@heard.org | 602.251.0218

ABOUT THE FAIR

ARIZONA'S LARGEST ART FAIR

Arizona's largest art fair returns to the Heard Museum in March 2025. This premier event is also one of the largest American Indian art markets in the world, drawing over 19,000 visitors and more than 600 preeminent American Indian artists. The Fair provides the opportunity to meet and purchase directly from multiple generations of artists working in all forms of the visual arts. All proceeds from ticket sales support the Heard Museum's mission:

The Heard Museum connects Indigenous creativity to the world by presenting the voice and vision of American Indian artists.

YOUTH ART SHOW & SALE

2025 marks the 4th annual Youth Art Show & Sale, which provides young Indigenous artists the platform to showcase and sell their work to a broader audience than ever before. In 2024, sales among the 247 student participants exceeded \$26,000, and over \$11,000 in ribbon prizes were awarded.



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ABOUT THE FAIR

JURIED COMPETITION & BEST OF SHOW AWARDS

Each year, Indigenous artists from throughout North America enter their works to a juried competition. In 2025, over \$150,000 will be awarded directly to prize-winning artists, including a \$25,000 Best of Show prize. A special show featuring prize-winning works will open Friday, February 28. Visitors can buy these artworks throughout the weekend.



For more information, contact Dan Hagerty: dhagerty@heard.org | 602.251.0218

RECOGNIZING YOUR SUPPORT

We want to celebrate our partnership! A complete list of benefits are included in this packet, and can be tailored to each sponsor. Special recognition opportunities can include:

- Logo recognition on **banners & signage** visible to the 19,000+ visitors who attend the Fair
- Logo recognition on **event maps** handed out to each visitor
- Logo recognition on the **Fair website** (heard.org/fair) +1M visitors annually
- Opportunity for **booth marketing** presence at Fair or other Heard Museum programs



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REACH & IMPACT

\$150,000+

Total amount awarded to artists through Juried Competition

19,175

Total number of visitors who attended Indian Fair & Market in 2024

1959

Inaugural year of the Heard Museum Guild Indian Fair & Market

620

Indigenous artists presented in 2024

247

Student participants in the Youth Art Show & Sale

131

Number of cash prizes awarded in 2024



SPONSORSHIP BENEFITS

Lead Sponsor \$50,000	Signature Sponsor \$25,000	Major Sponsor \$10,000	Sponsor \$5,000	Supporter \$2,500
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VISIBILITY OPPORTUNITIES

Sponsor listing on the Fair website, and in select promotional materials	Lead Sponsor with logo	Supporting Sponsor with logo	Major Sponsor with logo	Sponsor (Name only)	Supporter (Name only)
Sponsor listing in onsite signage and banners					
Sponsor listing on the official Fair map, given to all 19,000 visitors	Logo	Logo	Logo		
Opportunity for booth marketing presence	Yes	Yes	Yes		

ENGAGEMENT OPPORTUNITIES

Heard Museum general admission passes, valid for one year	20	10	8	6	4
One-day admission passes to Fair					
Best of Show Reception tickets to Friday, Feb. 28 evening reception					
VIP passes to Fair (access to Circles of Giving hospitality tent with lunch service and hosted bar)	6	4	4	2	2

HOSPITALITY

Volunteer opportunities for employees to support the Fair	Yes	Yes	Yes	Yes	Yes
One site-fee waiver for a private event or meeting at the Heard (limitations apply, credit excludes food and beverage)	Yes				

SPONSORSHIP FORM

CONTACT INFORMATION

Name

Preferred Recognition

Address

City State Zip

Email Phone

SPONSORSHIP LEVELS

____ \$50,000 Presenting Sponsor

____ \$25,000 Signature Sponsor

____ \$10,000 Major Sponsor

____ \$5,000 Sponsor

____ \$2,500 Supporter

PAYMENT METHOD

A check payable to the Heard Museum is enclosed in the amount of \$ _____

Please charge my:

AmEx MasterCard

Visa Discover

in the amount of \$ _____

Name on card

Card No.

Exp. Date CVV

Zip Code

With questions or to send payment, contact
ADuenas@Heard.org or 602.251.0236.

Mail payments to Heard Museum,
c/o Adriana Duenas, 2301 N Central Ave
Phoenix, AZ 85004.

The Heard Museum is a 501(c)(3) charitable
organization, tax ID #86-0107517.

Recognition of sponsorship in promotional
materials is subject to printing deadlines.

