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)
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.
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.
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
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

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

<table>
<thead>
<tr>
<th>Visibility Opportunities</th>
<th>Lead Sponsor $50,000</th>
<th>Signature Sponsor $25,000</th>
<th>Major Sponsor $10,000</th>
<th>Sponsor $5,000</th>
<th>Supporter $2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor listing on the Fair website, and in select promotional materials</td>
<td>Lead Sponsor with logo</td>
<td>Supporting Sponsor with logo</td>
<td>Major Sponsor with logo</td>
<td>Sponsor (Name only)</td>
<td>Supporter (Name only)</td>
</tr>
<tr>
<td>Sponsor listing in onsite signage and banners</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td></td>
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</tr>
<tr>
<td>Sponsor listing on the official Fair map, given to all 19,000 visitors</td>
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<td></td>
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</tr>
<tr>
<td>Opportunity for booth marketing presence</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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</tbody>
</table>

## ENGAGEMENT OPPORTUNITIES

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

## HOSPITALITY

<table>
<thead>
<tr>
<th>Volunteer opportunities for employees to support the Fair</th>
<th>Yes</th>
<th>Yes</th>
<th>Yes</th>
<th>Yes</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>One site-fee waiver for a private event or meeting at the Heard (limitations apply, credit excludes food and beverage)</td>
<td>Yes</td>
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</tbody>
</table>

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

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