



**FOR IMMEDIATE RELEASE
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ARTS, BEATS & EATS ORGANIZERS SET THE STAGE FOR 25th ANNIVERSARY YEAR OF THE FESTIVAL

- *Four-day event of sights, sounds and tastes returns Labor Day weekend, Sept. 2-5*
- *Major sponsors extend commitments to the festival*
- *Commemorative anniversary edition poster unveiled*
- *Registration now open for annual Family Days and the returning favorite Zumbathon*

ROYAL OAK, Mich. – Organizers of the Soaring Eagle Arts, Beats & Eats presented by Flagstar Bank today announced the return of the festival to Royal Oak, Michigan, **Sept. 2 through Sept. 5**. Oakland County’s annual Labor Day weekend celebration of art, music and food for the community, now in its 25th milestone year, also has secured multi-year commitments to the festival from its title and presenting sponsors to continue their naming rights.

[Soaring Eagle](#), Midwest’s premier gaming and hospitality destination that offers top-name entertainment year round, award-winning dining, an interactive waterpark, 516-room rustic-contemporary hotel and a full-service spa, signed a new three-year deal extending its title sponsorship through 2024.

“It has been a rewarding experience to be a part of Arts, Beats & Eats, one of Midwest’s largest and most successful festivals that brings incredible art, outstanding music and a mouthwatering array of food to downtown Royal Oak,” said Raul Venegas, executive director of marketing, entertainment & sales, Soaring Eagle Casino & Resort. “Our title sponsorship of Arts, Beats & Eats since 2019 has been a win-win, for us and the festival, successfully driving awareness of Soaring Eagle and patronage of our premier gaming and hospitality venues in Mt. Pleasant and Standish. It’s been exciting to watch it grow bigger and better every year and, importantly, bring so much fun to people from across the region and raise millions of dollars for numerous nonprofit and community organizations. We wouldn’t want to spend Labor Day weekend anywhere else.”

Soaring Eagle has big plans for its 2022 activation including continued sponsorship of the festival rock stage, delivering incredible tastes with its cuisine machine and a soon to be announced additional programming plan for 5th Street.

[Flagstar Bank](#) (Flagstar), headquartered in Troy, has also extended its partnership as the festival’s presenting sponsor, continuing through 2025. Flagstar has supported Arts, Beats & Eats as the festival has grown over the past two decades, including sponsorships of Culture on 4th and the Flagstar International Stage, with its diverse lineup of music and dancing.

“We love being a part of this summer tradition in our region, helping to bring amazing art, food and performing artists year after year,” said Mark Herron, Chief Brand Officer, Flagstar Bank. “As presenting sponsor, Flagstar is a strong and continuing supporter of Arts, Beats & Eats, a family-friendly event enriching the quality of life in our community. We’re excited to again celebrate and showcase diverse businesses and artists with the return of Culture on 4th.”

[Jim Beam](#) is also joining the party of long-term commitments, as they have accepted title sponsorship of the national music stage, which showcases star studded, big time acts from various genres. This year’s electrifying music lineup will be announced in late July.

“What a great 25th anniversary present and validation to have these partners extend their roles at the festival,” said Jon Witz, Arts, Beats & Eats producer. “Not only do we get critical funding to continue the festival at a high level, but Soaring Eagle, Flagstar and Jim Beam’s commitments will lead not only to a great event in 2022, but for years to come.”

2022 COMMEMORATIVE ARTS, BEATS & EATS POSTER

Festival organizers have proudly partnered once again with Troy-based [Midcoast Studio](#) to bring to life this year’s commemorative ‘anniversary edition’ poster, which a small amount will be available for purchase at the festival. Since 1984, Midcoast has helped companies grow their brands by building premium visual representations of their products. Whether a beauty shot or a technical animation, Midcoast takes pride in delivering top-quality imagery that both inspires and engages.

FAMILY DAYS

Soaring Eagle Arts, Beats & Eats partners with **Delta Dental** and **M3 Investments** to host the **9th annual Family Days** in collaboration with **Beaumont Children’s / Children’s Miracle Network Hospitals**. On Saturday, Sept. 3 and Sunday, Sept. 4, hundreds of children on the autism spectrum and family members will enjoy a one-day access pass to the festival, which includes free parking, free admission for up to five family members, a free bottle of water upon entering the festival from 10 a.m.-noon, and free lunch for the first 550 registrants per day.

Additionally, the festival will open one hour early for participating families to give their children free private access to the festival carnival. Participants must have a family member on the ASD spectrum to be eligible for this program. For more information and to register (one sign-up per family) visit artsbeatseats.com/family-days.

FEEL THE RHYTHM, MOVE YOUR BODY

Zumba fans can get ready to dance and sweat on Saturday, Sept. 3, during the annual Priority Health Zumbathon, a fun and active event for a great cause. The long-running, favorite festival activity will transform the Michigan Lottery Stage from 10 a.m. to 11:30 a.m. into a red-hot, exhilarating dance fitness explosion. In conjunction with Vibe Fit Studio, a metro Detroit fitness studio, the class will feature over 150 other local Zumba instructors from across Michigan and will support a local charity. Last year, 1,600 people participated in this sold out Zumba Fitness party, which benefitted HAVEN, Oakland County’s only comprehensive program for victims of domestic violence and sexual assault. To register for this year’s Priority Health Zumbathon, visit artsbeatseats.com after June 18.

2022 FESTIVAL HOURS AND ADMISSION

Soaring Eagle Arts, Beats & Eats will be open 11 a.m. until 11 p.m. Friday, Sept. 2 through Sunday, Sept. 4; and 11 a.m. until 9 p.m. Monday, Sept. 5. Admission is free before 5 p.m. on Friday, Sept. 2 and \$10 after 5 p.m. Every other day, admission is \$5 before 3 p.m. and \$10 after 3 p.m. Cash and credit card transactions will be accepted at gate entrances.

2022 SPONSORS

Soaring Eagle Casino & Resort, Flagstar Bank, Beaumont Health System, City of Royal Oak, Delta Dental, Detroit Institute of Arts, House of Dank, Imperial Beverage, Jim Beam, Kroger, M3 Investments, Maker's Mark, Oakland Community College, Pepsi, Priority Health, Tito's Vodka and US Park.

Sponsorship opportunities for the 2022 Soaring Eagle Arts, Beats & Eats presented by Flagstar Bank are still available. More information is available by calling the Arts, Beats & Eats office at 248-541-7550.

FESTIVAL STATS

In 2021, more than 365,000 visitors attended the four-day festival and generated nearly \$400K to donate to local charities. Since the event began in 1998, more than \$6 million has been raised by the festival for community and charitable organizations.

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***The Soaring Eagle Arts, Beats & Eats presented by Flagstar Bank** is Oakland County's premier festival held annually during the Labor Day weekend. The festival paints downtown Royal Oak with a variety of art, food and music for the community to enjoy. More than 375,000 visitors attended the 2021 Soaring Eagle Arts, Beats & Eats. "LIKE" [artsbeatseats](https://www.facebook.com/artsbeatseats) on Facebook or follow us on Twitter [@artsbeatseats](https://twitter.com/artsbeatseats). For additional public information, visit www.artsbeatseats.com or call 248-541-7550.*