

48TH ANNUAL
RAYMOND JAMES



Gasparilla
Festival
of the Arts

2018 Sponsorship Prospectus



48th Annual Festival Fact Sheet

The Gasparilla Festival of the Arts is a 501(c)(3) non-profit corporation dedicated to producing an annual, premier juried outdoor art festival for the enjoyment and education of patrons, artists and guests as well as for the enhancement of the Tampa Bay area's cultural arts. The non-profit organization relies on support from sponsorships, on-site retail sales and corporate and individual gifts to fund its programs and events. The Tampa-based organization is staffed entirely by volunteers.

DATES & TIMES: Saturday, March 3, 2018—9:00 a.m. to 6:00 p.m.
Sunday, March 4, 2018—10:00 a.m. to 5:00 p.m.

LOCATION: Curtis Hixon Waterfront Park and Kiley Garden, Downtown Tampa

EVENT: 48th Annual Raymond James Gasparilla Festival of the Arts

- Juried art show
- Emerging Artist Program
- Art Collectors in Training
- Children's activities, presented by Tampa Museum of Art
- galaRE: (Saturday evening invitation-only gala)
- Specialty food and beverage vendors
- Scholastic Showcase
- Kiley Garden exhibits, including Carmada vehicle art
- Opera Tampa strolling performance
- Live chalk art
- Live music and entertainment

ADMISSION: Free

ATTENDANCE: 50,000-100,000 across two days



Sponsor Benefits

NAMING RIGHTS

Attach your company name or brand to a specific area or program of the Festival.

WEBSITE

Listing on gasparillaarts.com with hyperlink to company website. Festival website featured on all promotional materials.

SOCIAL MEDIA

Sponsorship recognition via the RJGFA's Facebook, Instagram and Twitter accounts with a combined 11,000+ followers.

PRINTED MATERIALS

Program – Comprehensive, printed guide of festival facts, schedules, photos, and more. Advertising in this program is exclusive to Festival sponsors.

Printed Collateral – 12,500 rack cards distributed throughout the Tampa Bay area

ADVERTISING AND NEWS RELEASES

Depending on the level of investment, brand names, logos or both may be featured on promotional banners, billboards, print media, broadcast announcements and news releases.

ON-SITE RECOGNITION

Banners and signs – Depending on the level of investment, logos may be featured throughout the Festival site, entertainment locations, and sponsored locations.

BRANDED BOOTHS

Feature your product or service in a dedicated booth during the Festival. *(Limited opportunities available.)*

EXCLUSIVITY

Depending on the level of investment, your company or name of brand may enjoy freedom from direct competitors.



Current & Past Sponsors

RAYMOND JAMES®



Community Partners



**Hillsborough
County** Florida



**Tampa Bay Businesses
for Culture & the Arts**

Sponsorship Opportunities

	Supporter \$1,500	Patron \$2,500	Collector \$5,000+
Named Merit Award	-	Included	Included
VIP Tent Passes	Four (4)	Six (6)	Twelve (12)
galaRE: Tickets	Four (4)	Six (6)	Twelve (12)
Festival Program	Logo; name listed	Logo; name listed; half-page ad	Logo; name listed; full-page ad
Website	Logo and hyperlink	Logo and hyperlink	Logo and hyperlink
Print and Digital Ads	-	-	Logo on select ads
Social Media	One sponsor announcement post	One sponsor announcement post; one additional promotional post	One sponsor announcement post; two additional promotional posts
Banners & Signage	Logo included when all Festival sponsors are mentioned	Logo included when all Festival sponsors are mentioned; one Sponsors Row feather flag	Varies; two Sponsors Row feather flags

Programming Sponsorship

TITLE SPONSORSHIP

CLAIMED

RAYMOND JAMES®

VIP AREA

INVESTMENT LEVEL: \$7,500

Receive benefits of the \$5,000 sponsorship level on the previous page and naming rights for the VIP area, providing VIP supporters and other sponsors with refreshments throughout the weekend of the Festival. This sponsorship includes an option to offer promotional items guests in the tent, and includes twenty-five (25) VIP passes.

ARTIST HOSPITALITY

INVESTMENT LEVEL: \$7,500

Receive benefits of the \$5,000 sponsorship level on the previous page and naming rights for the Artist Hospitality Area, providing artists with meals and refreshments throughout the weekend of the Festival. This sponsorship includes an option to offer promotional items to artists in the Artist Hospitality tent, in the artist packet or both.

ENTERTAINMENT

INVESTMENT LEVEL: \$7,500

Be part of bringing live bands and other performances to match the Festival's visual appeal. The entertainment sponsor will receive numerous mentions by the emcee throughout both days of the Festival. Tent branding and some signage near the stage are also available.

galaRE:

**INVESTMENT LEVEL: \$5,000
(Multiple Sponsor Opportunities)**

Direct your sponsorship toward the Saturday night gala at the Tampa Museum of Art that features art selected by the juror. This high-end, ticketed event is an opportunity to mingle with a group of 300+ art supporters, artists, the Festival award juror, sponsors and other VIPs. This sponsorship includes an option to offer promotional items to galaRE: attendees.

Programming Sponsorship

SCHOLASTIC SHOWCASE

INVESTMENT LEVEL: \$5,000

Receive benefits of the \$2,500 sponsorship level on the previous page and naming rights for the new Scholastic Showcase programming, providing an opportunity for Tampa Bay Area high school students to display art during the Gasparilla Festival of the Arts.

ART COLLECTORS IN TRAINING

PENDING

Receive benefits of the \$2,500 sponsorship level on the previous page and naming rights for the Art Collectors in Training area—a space where children select and purchase art works for a nominal fee in a “kids only” zone, guided by GFA volunteers. This sponsorship includes an option to offer promotional items to children and parent visitors.

EMERGING ARTIST PROGRAM

PENDING

Receive benefits of the \$2,500 sponsorship level on the previous page and naming rights for the Emerging Artist Program award selected by the Festival award juror.

MACDONALD TRAINING CENTER

PENDING

Receive benefits of the \$2,500 sponsorship level on the previous page and naming rights for an area where works by MacDonald Training Center artists are displayed. The sponsor for this area agrees to match funds raised by the sales of art in this area, up to \$2,500.

CHILDREN'S T-SHIRTS (NEW)

**INVESTMENT LEVEL: \$1,000
(Multiple Sponsor Opportunities)**

Take part in re-introducing children's merchandise options to the Festival. The children's t-shirt will feature art submitted and selected by Hillsborough County students. The sponsor's logo will be featured on the t-shirt.

INVESTMENT LEVEL: IN-KIND GOODS OR SERVICES

Sponsorship benefits vary depending on donation of goods, services or both.

Collectors Krewe

Throughout its history, the Gasparilla Festival of the Arts has attracted outstanding artists. The Festival is attractive to artists for several reasons, including substantial prize money, a juried show that ensures the quality of the exhibitions, an attractive location, and a guarantee that some patrons will purchase art during the Festival. That guarantee is secured through a program that benefits both artists and patrons. Formerly known as the Purchase Awards Program, the Collectors Krewe offers an opportunity for individuals and businesses to support the artists of their choice directly while adding to their personal art collections and receiving the benefits below.

	\$250	\$500	\$1,000	\$1,500	\$2,500	\$5,000+
Krewe Bucks (spend with any artist(s) in \$50 increments)	\$200	\$400	\$800	\$1,200	\$2,000	\$4,000+
Personalized award ribbon	Included	Included	Included	Included	Included	Included
galaRE: tickets	-	-	2	4	6	8
VIP tent admissions	-	-	2	4	6	8
Beer/wine voucher	1	2	2	2	2	2
GFA T-shirts	1	1	2	2	4	4
Name listing in program	Included	Included	Included	Included	Included	Included

Payment Options

Paypal

Visit gasparillaarts.com/collectors-krewe/

Check payable to "Gasparilla Festival of the Arts"

Mail to:

Collectors Krewe Program
c/o Gasparilla Festival of the Arts
P.O. Box 10591
Tampa, FL 33679

Note: Collectors Krewe support does not qualify as a charitable gift as benefits exceed the donation amount.

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Gasparilla Festival of the Arts
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gasparillaarts.com

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Appendix A: 2017 Site Map

