

48<sup>TH</sup> ANNUAL  
RAYMOND JAMES



Gasparilla  
Festival  
of the Arts

# 2018 Sponsorship Prospectus



# 48<sup>th</sup> 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](http://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®



Publix.



OXFORD EXCHANGE



SHUMAKER  
Shumaker, Loop & Kendrick, LLP

Michael C.  
Gribbin, D.M.D



Tampa Bay  
Times



DAVID FRANK  
DESIGN



Gensler

WELLS  
FARGO

HOLMESHEPNER  
Holmes, Rapnar & Associates Architects, Inc.

# Community Partners



**Hillsborough  
County** Florida

SM



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

# Sponsorship Opportunities

	<b>Supporter \$1,500</b>	<b>Patron \$2,500</b>	<b>Collector \$5,000+</b>
<b>Named Merit Award</b>	-	Included	Included
<b>VIP Tent Passes</b>	Four (4)	Six (6)	Twelve (12)
<b>galaRE: Tickets</b>	Four (4)	Six (6)	Twelve (12)
<b>Festival Program</b>	Logo; name listed	Logo; name listed; half-page ad	Logo; name listed; full-page ad
<b>Website</b>	Logo and hyperlink	Logo and hyperlink	Logo and hyperlink
<b>Print and Digital Ads</b>	-	-	Logo on select ads
<b>Social Media</b>	One sponsor announcement post	One sponsor announcement post; one additional promotional post	One sponsor announcement post; two additional promotional posts
<b>Banners &amp; Signage</b>	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**

**CLAIMED**

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**

**CLAIMED**

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**

**CLAIMED**

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 and art collectors. 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
<b>Krewe Bucks (spend with any artist(s) in \$50 increments)</b>	\$200	\$400	\$800	\$1,200	\$2,000	\$4,000
<b>Personalized award ribbon</b>	Included	Included	Included	Included	Included	Included
<b>galaRE: tickets</b>	-	-	2	4	6	8
<b>VIP tent admissions</b>	-	-	2	4	6	8
<b>Beer/wine voucher</b>	2	4	4	4	4	4
<b>GFA T-shirts</b>	1	2	2	2	4	4
<b>Name listing in program</b>	Included	Included	Included	Included	Included	Included
<b>Total estimated fair market value</b>	\$262	\$499	\$1,103	\$1,707	\$2,761	\$4,965

## Payment Options

### Paypal

Visit [gasparillaarts.com/collectors-krewe/](http://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

**48 TH ANNUAL  
RAYMOND JAMES**



**Gasparilla  
Festival  
of the Arts**

Gasparilla Festival of the Arts  
P.O. Box 10591  
Tampa, FL 33679  
813.876.1747  
gasparillaarts.com

**Jodie Orozco**

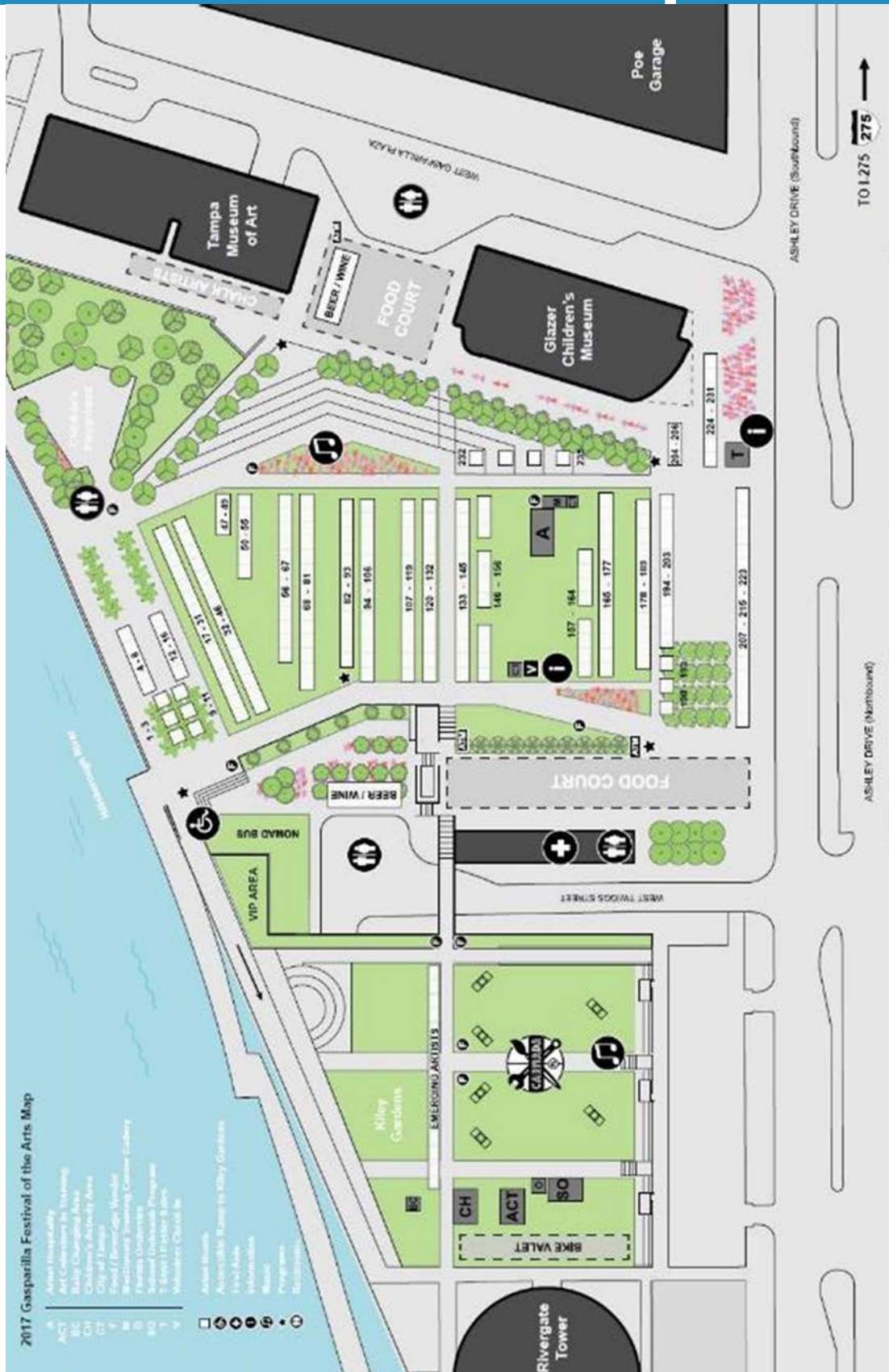
President, Board of Directors  
president@gasparillaarts.com

**Andy George**

Vice President, Board of Directors

GASPARILLA FESTIVAL OF THE ARTS IS REGISTERED WITH THE STATE OF FLORIDA DIVISION OF CONSUMER SERVICES, REGISTRATION #CH32508. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. FOR INFORMATION ONLINE GO TO [WWW.800HELPFLA.COM](http://WWW.800HELPFLA.COM) OR CALL 1-800-HELP-FLA (435-7352) WITHIN THE STATE OR (850) 410-3800 CALLING FROM OUTSIDE THE STATE.

# Appendix A: 2017 Site Map



# Appendix B: Historical Media Coverage

## LOCAL & REGIONAL PUBLICATIONS

- *Creative Loafing*
- *Tampa Tribune/tbo.com*
- *Tampa Bay Times*
- *tbt\**
- *83 Degrees Media*
- *The Oracle*

## LOCAL & REGIONAL TV & RADIO

- Bay News 9
- WTVT – FOX 13
- WFLA – NBC
- 89.7 FM – WUSF PUBLIC MEDIA

## NATIONAL COVERAGE

- *The Artsy Voyager* blog (media fly-in by Visit Tampa Bay)
- *The Huffington Post*



THE  
HUFFINGTON  
POST



Fast news you can use.





# Appendix C: Awards & Accolades

Garnering regional, national and international attention, the Gasparilla Festival of the Arts has received numerous accolades.

The Festival has been recognized over the years by a variety of publications including:

- 2017, 2016, 2015 & 2014 “Best Visual Art Festival” by *Creative Loafing Tampa Bay*
- 2013 Impact Award Non-profit Finalist - Tampa Bay Businesses for Culture & the Arts (TBBCA)
- 2012 Sunshine Artists’ Best Poster Award
- 1973 Governor’s Award - Melding of business and arts
- Annually ranked in Sunshine Artists’ Top 200 National Outdoor Art Festivals
- Annual media coverage including exclusive articles



# Appendix D:

## About Our Organization

The mission of The Gasparilla Festival of The Arts is to produce an annual, premier juried outdoor art festival for the enjoyment and education of our patrons, artists and guests and the enhancement of the Tampa Bay area's cultural arts.

### **BACKGROUND**

The Gasparilla Festival of the Arts, one of the country's premier outdoor art events, has a rich history in the City of Tampa. The forerunner of the art festival was the juried art exhibit at the Florida State Fair held in Tampa every February in conjunction with the City's Gasparilla pirate invasion. Highly accredited artists and art administrators from New York were invited to jury the show. The exhibition space was near the horticulture exhibit and the livestock barns.

Art activists realized that the informality of the State Fair exhibit brought diverse, high-quality artwork to people who never ventured into museums and they wanted that to continue. The concept of a sidewalk art festival was conceived in the summer of 1970 by a group of businesspeople who, along with several community leaders and art enthusiasts, dreamed of a rejuvenated city, bustling with people and culture. It succeeded beyond most expectations and the groundwork was laid for what was to become one of the most prestigious outdoor art festivals in the United States. Two factors that made it a critical success were distinguished jurors and substantial cash prizes.

Many changes have occurred in the 46 years of the Festival. The award money has grown from its original \$3,900 total to \$75,000 for the 2015 event and applications have risen from the initial 140 to over 1,000. In 1995, the logo and the name were changed to reflect new goals and expand the focus to include other cultural entities in the community. The Festival has moved a few times from its beginnings on Whiting Street to Doyle Carlton Drive, behind the Tampa Museum of Art and the Curtis Hixon Convention Center. In 1994, Curtis Hixon was razed and the show moved to Ashley Street and, in 1995, expanded into the newly constructed Curtis Hixon Waterfront Park. In 2003, the festival moved to Franklin Street and Lykes Gaslight Square Park where it stayed until moving to the Park again in 2007. In 2008 and 2009, the show was held on Franklin Street and finally back to the newly renovated Curtis Hixon Waterfront Park in 2010.

Things that haven't changed include the continued support of the City of Tampa and the Tampa Museum of Art. The Festival has always been run by a completely volunteer Board of Directors and Festival Committee. The history is rich, the traditions are timeless and this valuable cultural asset in the Tampa Bay area is poised for a bright future.

### **FOCUS ON ART**

The Gasparilla Festival of the Arts requires each artist to submit three images of their work to be juried by a distinguished panel of experts from around the country. The Festival receives thousands of applications for 236 available spots including award winners from the previous year's Festival.

The Emerging Artist Program was developed in 1998 to support and exhibit local and regional artists who have not previously exhibited their work professionally. Once selected, these fifteen artists are allowed to participate at no cost, are provided display tents and given a \$250 expense allowance. Although these artists do not compete against the other artists in the Festival for award money, they are eligible to receive the \$1,500 Emerging Artist Award selected by the Festival juror. This unique opportunity allows these artists to interact with successful professional artists and gain valuable experience that will aid them in their art careers.