

50TH ANNUAL
RAYMOND JAMES



Gasparilla
Festival
of the Arts

2020 SPONSORSHIP PROSPECTUS

FEBRUARY 29 - MARCH 1, 2020

JULIAN B. LANE RIVERFRONT PARK

TAMPA, FL



#GFA50

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FACT SHEET

Gasparilla Festival of the Arts, Inc. is a 501(c)(3) non-profit corporation dedicated to producing an annual, premier juried outdoor art festival (the "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 organization relies on financial support from sponsorships, community grants, on-site retail sales, and corporate and individual gifts. Its programs and events are organized and staffed entirely by volunteers.


Dates & Times:	Saturday, February 29, 2020, 9 a.m. to 6 p.m. Sunday, March 1, 2020, 10 a.m. to 5 p.m.
Location:	Julian B. Lane Riverfront Park Downtown Tampa
Event:	50th Annual Raymond James Gasparilla Festival of the Arts <ul style="list-style-type: none">• Juried Art Show (235+ Artists)• Emerging Artist Program (15+ Artists)• Programming for Children• galaRE: Saturday Evening Invitation-Only Gala Event• Specialty Food/Beverage Vendors• Live Art and Music Performances
Admission:	Free
Estimated Attendance:	25,000-50,000
Prize Money:	\$76,500

Contact: Gasparilla Festival of the Arts
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ELITE SPONSORSHIP OPPORTUNITIES

<p>Title Sponsor (No Longer Available)</p>	
<p>VIP Experience \$7,500</p>	<p>Receive same benefits as Benefactor and naming rights for the VIP Experience, a shaded retreat providing VIP supporters and sponsors panoramic views of the Festival grounds and catered food and beverages. This sponsorship includes the opportunity to offer promotional items to VIP Experience attendees and comes with a total of twenty-five (25) passes to try the VIP Experience.</p>
<p>Artist Hospitality \$7,500</p>	<p>Receive same benefits as Benefactor and naming rights for the Artist Hospitality Area, a centrally located amenity providing Festival artists with meals and refreshments. This sponsorship includes the opportunity to offer promotional items to Festival artists in the Artist Hospitality Area, the Artist Packet, or both as well as sponsor naming and signage for the Arts & Drafts awards ceremony on Saturday afternoon of festival weekend.</p>
<p>Entertainment \$7,500</p>	<p>Receive same benefits as Benefactor and naming rights for the Entertainment Area, a covered stage featuring live bands and other performances to entertain Festival guests. This sponsorship includes the opportunity to offer promotional items to Festival guests in the Entertainment Area, as well as numerous mentions by the Festival emcee throughout the Festival.</p>
<p>galaRE: \$7,500</p>	<p>Receive same benefits as Benefactor and naming rights for galaRE:, a sophisticated, ticketed soiree held on Saturday night of the Festival at the Tampa River Center, featuring catered food and beverages, an exclusive view of the art selected and awarded by the juror, and an opportunity to discuss art with the Festival juror, artists, other sponsors and patrons in an intimate environment. This sponsorship includes the opportunity to offer promotional items to galaRE: attendees.</p>
<p>Scholastic Showcase \$5,000</p>	<p>Receive same benefits as Benefactor and naming rights for the Scholastic Showcase, an exhibit showcasing selected student works from high schools in Hillsborough, Pinellas, Polk, Pasco, Sarasota, and Highland Counties. The showcased art is judged by the Festival juror, with the winning student and his or her school receiving awards from the Festival. This sponsorship includes the opportunity to offer promotional items to visitors of the Scholastic Showcase.</p>

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ELITE SPONSORSHIP OPPORTUNITIES

GFA Enthusiasts \$2,500	Receive same benefits as Benefactor and naming rights for the inaugural GFA Enthusiasts, a series of periodic GFA programmed art-related events which are geared towards sponsors, art buyers, and art enthusiasts. This program could include artist tours and demonstrations, speakers, tours, mixers, and art-related outings. This sponsorship includes the opportunity to offer promotional items to attendees.
Art Collectors in Training (ACT) \$2,500	Receive same benefits as Patron and naming rights for Art Collectors in Training, a space where children select and purchase artworks for a nominal fee in a “kids only” zone, guided by Festival volunteers. This sponsorship includes the opportunity to offer promotional items to visitors of Art Collectors in Training.
Emerging Artists \$2,500	Receive same benefits as Patron and naming rights for the Emerging Artist Program, which showcases the work of up-and-coming artists embarking on a professional visual arts career. The showcased art is judged by the Festival juror, with the winning artist receiving an award from the Festival. This sponsorship includes the opportunity to offer promotional items to visitors of the Emerging Artist Program.
MacDonald Training Center \$2,500	Receive same benefits as Patron and naming rights for the MacDonald Training Center exhibit, which displays for sale original artwork created by artists with disabilities. The sponsor for this area also agrees to match funds raised by the sale of MTC art, up to \$2,500, the proceeds of which support the artists and the MTC Fine Arts Studios.
AIA Interactive Experience \$2,500	Receive same benefits as Patron and naming rights for the AIA Interactive Experience, which is an interactive structural element created by the AIA (American Institute of Architects) and affiliated organizations.
Children’s T-Shirt Multiple Sponsorship Opportunities \$1,000	Support elementary students by sponsoring the Children’s T-Shirt Art program, which collects artwork created by Hillsborough County elementary students, with a selected piece featured on children’s t-shirts sold at the Festival. All artwork by the finalists, including the selected piece, is displayed at the Scholastic Showcase. This sponsorship includes the opportunity to have your logo featured on the children’s t-shirt, included in the program and on the website, and your choice of two (2) VIP or galaRE: tickets.
In-Kind Goods or Services	Sponsorship benefits vary depending on donation of goods, services, or both.

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SPONSORSHIP LEVELS

	ELITE OPPORTUNITIES		
	Benefactor \$5,000+	Patron \$2,500	Supporter \$1,500
Named Merit Award	Included*	Included*	Included*
VIP Experience Passes	Eight (8)	Four (4)	Two (2)
galaRE: Tickets	Eight (8)	Four (4)	Two (2)
TMA Tickets or Membership for one (1) year	Four (4) *Limited availability	Two (2) *Limited availability	N/A
Festival Program	Logo; name listed	Logo; name listed	Logo; name listed
Website	Logo and hyperlink	Logo and hyperlink	Logo and hyperlink
Print & Digital Ads	Logo on select ads	N/A	N/A
Social Media	One combined sponsor announcement	One combined sponsor announcement post	One combined sponsor announcement post
Banners & Signage	Varies; two additional banners/signs	Logo included on a banner/sign with all Festival sponsors; one additional banner/sign	Logo included on a banner/sign with all Festival sponsors
One-year GFA Enthusiasts Membership	Periodic GFA programmed events, which could include artist tours and demos, speakers, tours, mixers, and art-related outings	Periodic GFA programmed events, which could include artist tours and demos, speakers, tours, mixers, and art-related outings	Periodic GFA programmed events, which could include artist tours and demos, speakers, tours, mixers, and art-related outings
Preview Party	Included	Included	Included

* A maximum of 30 Named Merit Awards are available, on a first come basis

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Gasparilla Festival of the Arts

COLLECTORS KREWE

Gasparilla Festival of the Arts attracts many of the best artists exhibiting on the outdoor circuit. The Festival is attractive to artists because it offers substantial prize money, a juried show that ensures the quality of the exhibition, an attractive location, and a guarantee that patrons will purchase art during the Festival. That guarantee is secured through a program benefiting artists and patrons, formerly known as the Purchase Awards Program and now dubbed the “Collectors Krewe.” The Collectors Krewe enables individuals and businesses to support the artists directly, grow their personal collections, and receive the benefits below.

	\$250	\$500	\$1,000	\$1,500	\$2,500	\$5,000
Krewe Bucks (spend with one or more artists in \$50 increments)	\$250	\$500	\$1,000	\$1,500	\$2,500	\$5,000
Personalized award ribbon	Included	Included	Included	Included	Included	Included
galaRE: Tickets	-	-	1	2	4	8
VIP Experience	1	2	2	2	4	8
GFA Enthusiasts	Included	Included	Included	Included	Included	Included
Name listing in program	Included	Included	Included	Included	Included	Included

Collectors Krewe support does not qualify as a charitable gift, as benefits equal or exceed the donation amount.