

2024 SPONSORSHIP PROSPECTUS (Vol. 9 Feb 2024)

MARCH 2-3, 2024

JULIAN B. LANE RIVERFRONT PARK, TAMPA, FL



#GFA54

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- Gasparilla Festival of the Arts

FACT SHEET

Gasparilla Festival of the Arts, Inc.(GFA) 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. **GFA’s programs and events are organized and staffed entirely by volunteers.**

Dates & Times:	Saturday, March 2, 2024, 9 a.m. to 6 p.m. Sunday, March 3, 2024, 10 a.m. to 5 p.m.
Location:	Julian B. Lane Riverfront Park Downtown Tampa
Event:	54th Annual Raymond James Gasparilla Festival of the Arts <ul style="list-style-type: none">• Juried Art Show (210+ Artists)• Emerging Artist Program (10+ Artists)• Programming for Children• The Showcase: Saturday Evening Invitation-Only Event• Specialty Food/Beverage Vendors• Live Art and Music Performances
Admission:	FREE!
Estimated Attendance:	30,000
Prize Money:	More than \$92,000

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<p>VIP Experience \$15,000 (presenting) \$5,000 (benefactor) \$2,500 (patron)</p>	<p>A single presenting sponsor will receive the 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. Patrons (up to 3) will be recognized in promotional materials and have benefits associated with that level of contribution. Each sponsorship includes the opportunity to offer promotional items to VIP Experience attendees.</p>
<p>Entertainment \$15,000 (presenting) \$5,000 (benefactor) \$2,500 (patron)</p>	<p>A single presenting sponsor will receive naming rights for the Entertainment Area, a covered stage featuring live bands and other performances to entertain Festival guests throughout the Festival weekend. All Entertainment sponsorships include 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>Children’s Stage \$5,000 (benefactor) \$2,500 (patron)</p>	<p>A single benefactor sponsor will receive naming rights for the Children’s Stage, featuring children’s oriented live bands and other performances to entertain Festival guests. Sponsorship includes the opportunity to offer promotional items to Festival guests.</p>
<p>Artist Awards Showcase \$15,000 (presenting) \$5,000 (benefactor) \$2,500 (patron)</p>	<p>A single presenting sponsor will receive naming rights for The Artist Awards Showcase, the Saturday evening party announcing the 40+ awards totaling over \$92,000 in prize money. The awards are chosen by the Festival and selection jurors, with the winning artists receiving their awards in person. After, guests are invited to view the juried and award-winning art at the Tampa River Center. Catered food and beverages will be provided. Sponsorship includes the opportunity to offer promotional items to attendees. The Artist Awards Showcase is geared towards VIP’s and sponsors.</p>
<p>Preview Party \$7,500 (elite) \$2,500 (patron)</p>	<p>A single elite sponsor will receive naming rights for The Preview Party, a free event held in February at the Tampa Museum of art, featuring catered food and beverages, a preview of the upcoming festival including an exclusive preview of many of our Emerging Artists, and an opportunity to interact with fellow sponsors, GFA members, artists and art lovers in an intimate environment. Sponsorship includes the opportunity to offer promotional items to Preview Party attendees.</p>

Please refer to the “sponsorship levels” information on page 8 of this prospectus for additional information regarding benefits associated with each level of sponsorship (please note that excess sponsorship dollars will be allocated to GFA’s general fund)



ARTIST PROGRAMS & EXPERIENCES

<p>Local Artist Spotlight \$10,000 (premier)</p>	<p>A single premier sponsor will receive naming rights for the Local Artist Spotlight, an opportunity to showcase 10 local artists, many who may not have the financial means to apply to the main show. The artists will be selected by a panel of Tampa Bay based professional artists, arts administrators and educators and approved by the Board of Directors. Sponsorship helps cover the cost of providing tents for the artists, the fees for artist booths, and promoting the event.</p>
<p>Emerging Artists \$7,500 (elite) \$2,500 (patron) \$2,500 (patron) \$2,500 (patron)</p>	<p>A single elite sponsor will receive naming rights for the Emerging Artist Program, which showcases the work of 15 up-and-coming artists embarking on a professional visual arts career. The showcased art is judged by the Festival Awards juror, with the winning artist receiving an award. Sponsorship includes the opportunity to offer promotional items to visitors of the Emerging Artist Program. Our 2022 Best of Show winner, Nneka Jones, began her career as an Emerging artist in 2018 and is now world-renowned.</p>
<p>Artist Hospitality \$7,500 (elite) \$2,500 (patron)</p>	<p>A single elite sponsor will receive naming rights for the Artist Hospitality Area, an amenity providing Festival artists with meals and refreshments. 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 signage for the Artists Awards Showcase Saturday evening.</p>
<p>Carmada \$5,000 (benefactor) \$2,500 (patron)</p>	<p>A single benefactor sponsor will receive naming rights for the Carmada area, featuring artists painting live and NEW hands-on projects led by local creatives. Sponsorship will help cover the cost of the artists and supplies.</p>
<p>AIA Interactive Experience \$2,500</p>	<p>Receive naming rights for the AIA Interactive Experience, an interactive structural element created by the AIA (American Institute of Architects) and affiliated organizations.</p>

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<p>Young Artists Expo \$15,000 (presenting)</p>	<p>A single presenting sponsor will receive naming rights for the Young Artists Expo, an exhibit showcasing selected student works from high schools in Hillsborough, Pinellas, Polk, Pasco, Sarasota, and Manatee Counties. The showcased art is judged by the Emerging Artists juror, with the winning student and their school receiving awards. Sponsorship includes the opportunity to offer promotional items to visitors of the Expo.</p>
<p>Community Outreach Village \$7,500 (elite) \$2,500 (patron)</p>	<p>A single elite sponsor will receive naming rights for the Community Outreach Village, which is home to many of our Community focused programs including the Young Artists Expo, Children’s Activities, Art Collectors in Training, and other local arts focused organizations like the MacDonald Training Center, Pyramid, Inc. and Arts4All Florida. Sponsorship includes the opportunity to offer promotional items to visitors of the Community Outreach Village.</p>
<p>Art Collectors in Training (ACT) \$5,000 (benefactor) \$2,500 (patron)</p>	<p>A single benefactor sponsor will receive 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. Sponsorship includes the opportunity to offer promotional items to visitors.</p>
<p>MacDonald Training Center \$2,500 (plus match)</p>	<p>Receive 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.</p>
<p>Arts4All Florida \$1,500 (plus match)</p>	<p>Receive naming rights for the Arts4All Florida exhibit, which displays for sale original artwork created by independent artists with disabilities. The sponsor for this area also agrees to match funds raised by the sale of Arts4All Florida art, up to \$1,500, the proceeds of which support the artists and Arts4All Florida.</p>
<p>Pyramid, Inc. \$1,500 (plus match)</p>	<p>Receive naming rights for the Pyramid, Inc. exhibit, which displays for sale original artwork created by artists with disabilities who participate in a special workshop program. The sponsor for this area also agrees to match funds raised by the sale of Pyramid, Inc. art, up to \$1,500, the proceeds of which support the artists and Pyramid, Inc.</p>

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 Yellow indicates sponsorship has already been claimed



LOGISTICAL & OTHER FESTIVAL OPPORTUNITIES

<p>Bike Valet \$2,500</p>	<p>Receive naming rights for the Bike Valet area at the Festival site. Sponsorship will defer the cost of the service. 2 locations are anticipated.</p>
<p>Public Shuttles \$2,500</p>	<p>Receive naming rights for the shuttles that transport patrons from nearby parking locations to the Festival site continuously throughout the weekend. Magnetic signs with the sponsor’s name will be applied to three sides of each of the shuttles. Three shuttles are anticipated. Sponsorship will defer the cost of the shuttles.</p>
<p>Artist Shuttle \$1,500</p>	<p>Receive naming rights for the shuttles that transport artists from their parking locations to the Festival site continuously throughout the weekend. Magnetic signs with the sponsors name will be applied to three sides of the shuttle. Sponsorship will help defer the cost of the shuttle.</p>
<p>Festival App \$1,500</p>	<p>Receive naming rights for the downloadable app that can be utilized by guests before, during and after the festival. Sponsorship will help defer the cost of developing and managing the content for the app.</p>
<p>Named Merit Award \$1,500</p>	<p>Receive Supporter benefits and naming rights for one of thirty (30) Merit Awards, which will be awarded by our Festival juror. Each award is designated to a selected piece of art for The Showcase, and each Merit Award ribbon is displayed with the winning artwork.</p>
<p>K-8 Student Showcase Multiple Sponsorship Opportunities \$1,000</p>	<p>Support elementary students by receiving naming rights for the K-8 Children’s Showcase. We are teaming up to bring the Doodads Re-purposed Sculpture Competition to the festival, fresh off their exhibition at the state fair in February. Sponsorship includes a logo featured on signage for the program.</p>
<p>In-Kind Goods or Services</p>	<p>Sponsorship benefits vary depending on donation of goods, services, or both.</p>

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NON-FESTIVAL OPPORTUNITIES

<p>Permanent Art Any denomination (\$1,000 minimum)</p>	<p>As part of GFA's mission, we are committed to the enhancement of the Tampa Bay area's cultural arts and having a lasting impact on our community. This commitment includes facilitating permanent art installations throughout Tampa Bay, utilizing the talents of our local artists. Each year we will endeavor to implement at least one new piece. Sponsors for each piece will have their name included on a plaque associated with the piece. Additionally, they will be included in all press materials related to the piece and be added to our website. Sponsor benefits are commensurate with the level of donation.</p>
<p>GFA Collegiate Scholarships \$3,000 each</p>	<p>Since 2020, GFA has awarded scholarships to local college students pursuing a career in the arts. Up to five \$3,000 Scholarships will be awarded during an awards ceremony in April. Scholarship recipients will be selected by a different juror each year. Sponsors for each Scholarship will receive the same benefits as Patron and naming rights for a single scholarship, which will be included on the ribbon given to the artist and added to our website.</p>
<p>GFA Collegiate Scholarship Awards Ceremony \$7,500</p>	<p>A single elite sponsor will receive naming rights for the GFA Collegiate Scholarship Awards Ceremony, a free event held in April, featuring catered food and beverages, a display of pieces from our scholarship recipients, and an opportunity to interact with fellow sponsors, GFA members, artists and art lovers in an intimate environment. Sponsorship includes the opportunity to offer promotional items to attendees.</p>
<p>Special Event \$1,000 - \$7,500</p>	<p>GFA seeks opportunities to organize and/or partner with local arts organizations to hold periodic events that incorporate the visual arts as a component. Some of these events are geared towards sponsors and others are open to the public. Sponsors for each event will have their name included in press materials and includes the opportunity to offer promotional items. Sponsor benefits are commensurate with the level of donation.</p>
<p>General GFA Fund</p>	<p>Through the generosity of our amazing sponsors, funds may remain after the expenses of the Festival are covered. In such a circumstance, remaining funds will be pooled in a general fund that will be utilized to help maintain the costs for the organization and support our mission: The Gasparilla Festival of the Arts is dedicated to producing 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.</p>

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SPONSOR BENEFITS

	Presenting \$15,000+	Premier \$10,000	Elite \$7,500	Benefactor \$5,000	Patron \$2,500	Supporter \$1,500	Friends \$1,000
Merit Award	Included*	-	-	Included*	-	-	-
VIP Experience	8	6	6	4	4	2	1
Artist Awards Showcase	8	6	6	4	4	2	1
Parking Passes	2	2	2	2	1	1	-
Preview Party	Included	Included	Included	Included	Included	Included	Included
Festival Program	Included	Included	Included	Included	Included	Included	Included
Website	Included	Included	Included	Included	Included	Included	Included
Marketing	Included	Included	Included	Included	Included	Included	N/A
Sponsor Signage	Included	Included	Included	Included	Included	Included	N/A

* A maximum of 30 Named Merit Awards are available, on a first come basis. Priority will be given to the sponsors of the Named Merit Awards.

Artist Awards Showcase: Re-imagined this year, this Saturday night event is the public's first opportunity to both view and purchase the juried and award winning art.

Sponsor Signage: Logo included with other sponsors on banners/signs with all Festival sponsors. Named programs with tents will receive logo recognition on tent banners.

GFA Enthusiasts: Accompanies each level of sponsorship. Access to periodic GFA programmed events, which could include artist tours and demos, speakers, tours, mixers, and art-related outings, along with receipt of the Newsletter and notifications on local events.

Marketing: Marketing efforts will include the following: Social Media, Newsletters, Blogs, App presence/ads, and Website. Please note that marketing efforts will be tailored based on the sponsor's financial commitment.



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, 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	1	1	2	2	3	5
Artist Awards Showcase	-	-	-	-	2	2
VIP Experience	-	-	1	1	2	2
Name listed in program	-	-	Included	Included	Included	Included

If you are interested in this program, please contact sponsorship@gasparillaarts.com for additional information.