

the power of art



# SPONSORSHIP OPPORTUNITIES

2025–2026



Gasparilla Arts

RAYMOND JAMES



Gasparilla Festival of the Arts

# Art enriches lives and transforms communities...

## what?

**At Gasparilla Arts, Inc.** we celebrate and support the arts community in Tampa Bay through student scholarships, events, public art installations and the production of **The Raymond James Gasparilla Festival of the Arts**.

This Festival—now in its 56th year— is one of the top outdoor, juried fine arts shows in the United States. In 2025, the 55th Annual Festival brought more than 27,000 visitors together with 250+ artists for a fun-filled weekend of fine art, live music, great food, and family activities.

Help us make 2026 the best year yet by joining us in our mission to bring people and the arts together, engage diverse audiences and support local artists of all ages. Sponsorship opportunities are available for the festival or one of our many year-round community art endeavors.

## details

### **56th Annual Raymond James Gasparilla Festival of the Arts**

Saturday, February 28, 2026  
9 a.m. to 6 p.m.

Sunday, March 1, 2026  
10 a.m. to 5 p.m.

**Location:**

Julian B. Lane Riverfront Park  
Downtown Tampa

**Admission:** FREE!

**Estimated Attendance:** 30,000

**Prize Money:** At least \$92,000





## the festival

- **Artists from all over the country:** The variety of artistic expression is vast. Established and emerging artists in 13 media are eligible for cash prizes.
- **Kid-Friendly Art Activities:** Welcome to two full days of activities the whole family can enjoy! Create your own art, and purchase a treasure of your own.
- **Support for Emerging, Local, and Young Artists:** The Young Artists Expo spotlights the amazing work of regional students, the Local Artists Spotlight celebrates creators in our area, and emerging artists in 13 media are eligible for cash prizes.
- **VIP Experience:** Gorgeous views, shade, private restrooms, catered food, beer, wine, and specialty cocktails, are all part of the VIP Experience at GFA.
- **Interactive Experiences:** Guests get their hands dirty with chalk art and car decorating, make instagrammable memories at multiple art installations and engage with our Remote Studio artists to learn about their creative process.
- **The Community Outreach Village** invites festival goers to purchase creations by uniquely-abled artists and is also home to the Young Artists Expo and Art Collectors in Training.
- **Live Entertainment:** GFA supports performing artists too! Our Main Stage hosts local and nationally recognized artists and the Children's Stage gives 18-and-under bands and musicians the chance to perform for their biggest audience yet.

## beyond the festival

- **Public Art Installations:** Utilizing the talents of our local artists, each year we work with community partners to install at least one new piece in Tampa Bay.
- **Scholarships:** Five Local college students pursuing careers as artists will be awarded a \$3,000 scholarship to help make their art career dreams a reality.
- **Arts Events:** Partnering with local arts organizations for performances, exhibitions, educational, and networking events deepens our connections and builds a stronger arts community for everyone.



Supporting the visual arts is **an investment in our community.** Studies show the arts:

why?

### strengthen the economy

An Americans for the Arts economic study\* found local arts and culture is a **\$433 million** industry.

*\*The Hillsborough Arts Council participated in this study.*

### unify communities

**72%** of Americans believe “the arts unify our communities regardless of age, race, and ethnicity.”

### improve individual well-being

**81%** of Americans believe the arts are a “positive experience in a troubled world.”

### spark creativity and innovation

**72%** of employers say creativity is of “high importance” when hiring.

### drive tourism and revenue to local businesses

Arts generate over **\$11 million in local tax revenue** and invest nearly **\$235 million in event related spending** right here at home.



## improve academic performance

Arts students across all socio-economic strata have higher GPAs and test scores and lower drop-out rates.



## make social impact

Studies demonstrate that a high concentration of the arts in a city equals higher civic engagement, social cohesion, child welfare, and lower poverty rates.



# your support gets noticed.

Your support of **Gasparilla Festival of the Arts, Inc.** gets noticed. Here are some of our media highlights from the 2023–2024 season:

**3,290**

**Newsletter subscribers**

**401,155**

**Content views across all social media**

**8,023**

**Instagram Followers**

**28.2K**

**Website Impressions**

- Print & digital with *Tampa Bay Metro*, *Tampa Bay Times*, *WFTS Action News*, *WTVT Fox 13*, & *Creative Loafing*
- WFLA partnership yielded 133,000 impressions



**Show your support for the arts** in the Tampa Bay region through one of our numerous naming and promotional opportunities. Choose from weekend festival or year-round community engagement options. Can't decide? Sponsorship option descriptions are available on page 8. Or visit our website for additional details.

## festival events & entertainment opportunities

	VIP EXPERIENCE				ENTERTAINMENT			CHILDREN'S STAGE		ARTIST AWARDS SHOWCASE			PREVIEW PARTY	
	Presenting	Premier	Benefactor	Patron*	Presenting	Benefactor	Patron	Benefactor	Patron	Presenting	Benefactor	Patron	Elite**	Patron**
	\$15K	\$10K	\$5K	\$2.5K	\$15K	\$5K	\$2.5K	\$5K	\$2.5K	\$15K	\$5K	\$2.5K	\$7.5K	\$2.5K
Naming Rights	•				•			•		•			•	
VIP Passes	8	6	4	2	8	4	2	4	2	8	4	2	6	2
Artist Awards Showcase	8	6	4	2	8	4	2	4	2	8	4	2	6	2
Parking Passes	2	2	2	1	2	2	1	2	1	2	2	1	2	1

\* Multiple Patron-level sponsorships available

\*\* Preview Party Sponsors are also recognized on festival weekend

## festival artist programs & experiences

	LOCAL ARTIST SPOTLIGHT	EMERGING ARTISTS		ARTIST HOSPITALITY		CARMADA		TAMPA BAY COMMUNITY DESIGN GROUP	SUSTAINABILITY
	Premier	Elite	Patron*	Elite	Patron	Benefactor	Patron	Patron	Friend
	\$10K	\$7.5K	\$2.5K	\$7.5K	\$2.5K	\$5K	\$2.5K	\$2.5K	\$1K
Naming Rights	•	•		•		•		•	
VIP Passes	6	6	2	6	2	4	2	2	1
Artist Awards Showcase	6	6	2	6	2	4	2	2	1
Parking Passes	2	2	1	2	1	2	1	1	

\* Multiple Patron-level sponsorships available

**NOTE:** Opportunities that are grayed out have already been sold for the 2026 Festival

	YOUNG ARTIST EXPO	COMMUNITY OUTREACH VILLAGE		ART COLLECTORS IN TRAINING		MACDONALD TRAINING CENTER	ARTS4ALL FLORIDA	PYRAMID, INC.	COMMUNITY ORG. TBD
	Presenting	Elite	Patron	Benefactor	Patron	Patron	Supporter	Supporter	Supporter
	\$15K	\$7.5K	\$2.5K	\$5K	\$2.5K	\$2.5K (+ match)**	\$1.5K (+ match)*	\$1.5K (+ match)*	\$1.5K (+match)*
Naming Rights	•	•		•		•			
VIP Passes	8	6	2	4	2	2	2	2	2
Artist Awards Showcase	8	6	2	4	2	2	2	2	2
Parking Passes	2	2	1	2	1	1	1	1	1

## festival logistical & other opportunities

	BIKE VALET	PUBLIC SHUTTLES	ARTIST SHUTTLES	NAMED MERIT AWARD	DOODADS REPURPOSED	IN-KIND*	INFO BOOTH
	Patron	Patron	Supporter	Supporter	Friend	TBD	Supporter
	\$2.5K	\$2.5K	\$1.5K	\$1.5K	\$1K (Many available)	Any	\$1.5K
Naming Rights	•	•	•	•			
VIP Passes	2	2	2	2	1		2
Artist Awards Showcase	2	2	2	2	1		2
Parking Passes	1	1	1	1			1

\*Benefits vary based on value of contribution

## opportunities beyond festival weekend\*

	PERMANENT ART	COLLEGIATE SCHOLARSHIPS	SCHOLARSHIP AWARDS CEREMONY	SPECIAL EVENT
	Any amount, \$1K minimum	\$3K	\$7.5K	\$1K-7K
Naming rights	Name on plaque	•	•	(Event Dependent)
Name in marketing materials	•	•	•	•
Name on website	•	•	•	TBD
Festival VIP Passes	TBD	4	6	TBD
Festival Artist Awards Showcase	TBD	4	6	TBD
Parking Passes	TBD	1	2	TBD

\*All sponsorships include festival weekend recognition.

**FESTIVAL** sponsorships include these benefits, commensurate with your giving level:

- Tickets to the Preview Party
- Name in Program
- Name or Logo on Website
- Name in Festival Promotional Materials
- Name on Signage
- Ability to offer your branded promo items to guests

**YEAR-ROUND** sponsorships include additional benefits as indicated.

Visit the website for descriptions of all sponsorship opportunities and related benefits.

[gasparillaarts.com/sponsorship](http://gasparillaarts.com/sponsorship)



# support the arts, your way.

Looking to support arts for kids? Grow the Tampa Bay region as a community of the arts? We can help you put your support to work where you want it to go. Visit our website to view details on all our available sponsorship opportunities. [gasparillaarts.com/sponsorship](http://gasparillaarts.com/sponsorship).

## parties & events

**Artist Award Showcase.** Mix and mingle with festival artists at this Saturday evening party where the artist awards are announced.

**Preview Party.** Held before the festival at the Tampa Museum of art, features catered food and beverages and a preview of the upcoming festival.

**Main & Children’s Entertainment Stages.** Live bands and other performers entertain Festival guests throughout the Festival weekend.

## support for artists

**Local Artist Spotlight.** Help GFA showcase five Tampa Bay area artists who create amazing work in our own backyards.

**Emerging Artists.** Your support brings the work of 15 up-and-coming artists to the festival.

**Young Artists Expo.** Three artists from Tampa Bay high schools have the chance at a \$1,000 prize for

them and an additional \$2,000 for their schools’ art program.

**Artists with Disabilities.** MacDonald Training Center, Arts4All and Pyramid, Inc. and a rotating fourth organization display the works of artists with disabilities at the festival.

## support students

### Doodads Repurposed Sculpture Exhibition.

Doodads Repurposed Sculpture Exhibition invites K-8 students to explore their creativity by creating sculptures with designated household items.

**Art Collectors in Training.** ACT offers a space where children select and purchase artworks for a nominal fee in a “kids only” zone, guided by Festival volunteers.

**Collegiate Scholarships.** Help GFA award multiple college scholarships to art students each year.

**Scholarship Awards Ceremony.** Held after the festival, this catered event honors our student scholarship winners.

## the collector’s 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, the “Collectors Krewe.” The Collectors Krewe enables individuals and businesses

	\$250	\$500	\$1,000	\$1,500	\$2,500	\$5,000+
<b>Krewe Bucks (spend with one or more artists)</b>	\$250	\$500	\$1,000	\$1,500	\$2,500	\$5,000
<b>Personalized Award Ribbon</b>	1	1	2	2	3	5
<b>Artist Awards Showcase</b>	—	—	1	1	2	2
<b>VIP Experience</b>	—	—	1	1	2	2
<b>Name listed on website</b>	—	—	Incl.	Incl.	Incl.	Incl.

to support the artists directly, grow their personal collections, and receive the benefits listed here.

If you are interested in this program, please contact [sponsorship@gasparillaarts.com](mailto:sponsorship@gasparillaarts.com) for additional information.