



SPONSORSHIP OPPORTUNITIES

2026–2027



Gasparilla Arts



Gasparilla Festival of the Arts



ABOUT THE FESTIVAL

Art enriches lives and transforms communities...

At Gasparilla Arts, we support Tampa Bay's creative community through scholarships, public art, community programs, and **The Raymond James Gasparilla Festival of the Arts**, one of the nation's premier outdoor juried fine art shows.

Each year, approximately 25,000 visitors attend the Festival that showcases more than 250 artists for a weekend of full of art, music, food, and family activities.

Join us in making 2027 our best year yet. Your sponsorship helps connect artists with audiences, expand access to the arts, and support artists of all ages across Tampa Bay.

DETAILS

Dates:

Saturday, March 6, 2027 | 9 a.m. to 6 p.m.
Sunday, March 7, 2027 | 10 a.m. to 5 p.m.

Location:

Julian B. Lane Riverfront Park
Downtown Tampa

Prize Money:

**Nearly
\$100,000**

WHY YOUR SUPPORT MATTERS



\$7.6 billion in economic activity is generated by Florida's arts and culture industry every year.



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



Students who participate in the arts earn **higher GPAs** and test scores, with lower drop-out rates.



*Art has the power to enrich lives and transform communities –
and your sponsorship makes it possible.*

HOW SPONSORSHIP WORKS – STEP 1

Choose your sponsorship level

	Presenting \$15,000	Premier \$10,000	Elite \$7,500	Benefactor \$5,000	Patron \$2,500	Supporter \$1,500	Friend \$1,000
Naming Rights to a program of your choice	✓						
Name on program banner of your choice	✓	✓	✓	✓	✓	✓	
Passes to VIP Experience	8	6	6	4	4	2	1
Passes to Artist Awards Showcase	8	6	6	4	4	2	1
Passes to Preview Party	8	6	6	4	4	2	1
Passes to Festival Weekend reserved parking	4	4	2	2	1	1	—

Tax-deductible portion: Presenting: \$13,960 • Premier: \$9,220 • Elite: \$6,720 • Benefactor: \$4,480 • Patron: \$1,980 • Supporter: \$1,240 • Friend: \$870

All sponsors name/logo recognition on the Sponsors Banner at the north entrance to the Festival, on the sponsorship webpage, and in the Festival program.

Your support gets noticed!

2.5M+

social media views and
20,000+ interactions

100,000+

visits to
GasparillaArts.com

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Tampa Bay TV stations
feature the Festival

2025-2026 MEDIA HIGHLIGHTS

Radio Partnerships

- WUSF and WMNR

Print and Digital Partnerships

- Tampa Bay Times
- El Centro
- Tampa Bay Business Journal
- Creative Loafing

Local Television Exposure

Gasparilla Festival of the Arts and related programs were featured on:

- WTSP CBS 10
- WFLA NBC 8
- WTVT Fox 13
- WFTS ABC 28

Digital Reach & Recognition

- 2.5 million views across all social media and more than 20,000 interactions
- @GasparillaArts on Facebook, Instagram and LinkedIn
- More than 100,000 visits to GasparillaArts.com
- Gasparilla Festival of the Arts was voted “Best Visual Arts Festival” and Gasparilla Arts was voted “Best Arts Organization” in Creative Loafing’s Best of the Bay awards.

HOW SPONSORSHIP WORKS – STEP 2

Choose where to recognize your support

Every sponsorship level can be recognized at the program you care about most or sponsors at the Supporter (\$1,500) level and above can choose to name one of the Awards of Merit given by festival jurors. More information on specific programs can be found at GasparillaArts.com.



Support Festival Artists

Festival Artist Programs

Artist Awards Showcase • Emerging Artists Program • Artist Hospitality • Local Artists Spotlight • Preview Party • Named Merit Awards

Performing Artist Programs

Main Stage Entertainment • Rising Stars Stage



Advance Arts Education

Young Artists Expo • Art Collectors in Training • Collegiate Scholarships (\$3,000 each, 5 available) • Scholarship Awards Ceremony • Doodads Repurposed Sculpture Exhibition*

**Sponsorships tied to Collegiate Scholarships are recognized on Festival weekend and at the Scholarship Awards Ceremony.*



Increase Access & Inclusion

Accessibility & Inclusion

Community Outreach Village • MacDonald Training Center Arts4All Florida** • Pyramid, Inc.** • Rotating Community Organization***

Transportation and Logistics

Bike Valet • Public Shuttles • Artist Shuttles • Info Booth • Sustainability



Build Community Through the Arts

VIP Experience • Carmada • Public Art installations • Community Design Collaborative installation

**Sponsors of this program also agree to match Festival Weekend art sales up to \$2,500.*

***Sponsors of these programs agree to match Festival Weekend Art Sales up to \$1,500.*

If you have questions or are ready to confirm, email our Sponsorship Administrator at:

Sponsorship@GasparillaArts.com or call 813.215.5803

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