



Sponsorship Opportunities

CraftArt Festival

November 18 and 19, 2017

Downtown St. Petersburg at Central Ave. and 5th Street





Presents the 20th Annual CraftArt Festival 2017

This year's CraftArt Festival promises to be one of the best ever!

The arts scene in Downtown St. Petersburg is bustling, there is increasing optimism about the state of the economy and the CraftArt Festival has gained an outstanding reputation as one of St. Petersburg's premier arts events. Central Avenue and 5th St. are closed as 110+ award-winning artists from across America present innovative contemporary craft.

The artful fun continues with craft beer, great food, artists' demonstrations and interactive activities for the whole family. Again this year, we will present the Emerging Artists Booths – the CraftArt Festival will feature six artists who are experiencing their first major show and producing quality artwork.

The event is well marketed through print ads and posters, digital billboards, mailed announcements, web ads, TV and radio, e-newsletters, Facebook and other social media postings, addressing local as well as regional and national audiences.

Florida CraftArt is a nonprofit organization representing the contemporary craft artists of Florida. Your support not only provides a venue for artists to sell their work, but also supports Florida CraftArt which is an integral part of the rich tapestry which is our arts and culture



CraftArt Festival 2017

- Produced by Florida CraftArt, the CraftArt Festival is a two-day contemporary craft festival featuring the best jewelry, clay, glass, paper, wood, metal, fiber and mixed-media artists in the country. Proceeds benefit Florida CraftArt's education, exhibitions and programs.
- **Location:** the crossroads of Central Ave. and 5th St. in St. Petersburg, Florida
- **Dates:** The weekend before Thanksgiving
Saturday, November 18, 10 a.m. to 5 p.m. and
Sunday, November 19, 10 a.m. to 4 p.m.
- \$10,000 in awards, plus Collector's Circle Purchase Awards
- Number of Artists: 110+ nationally known artists, plus emerging artists
- Audience: 15,000+ local residents and tourists

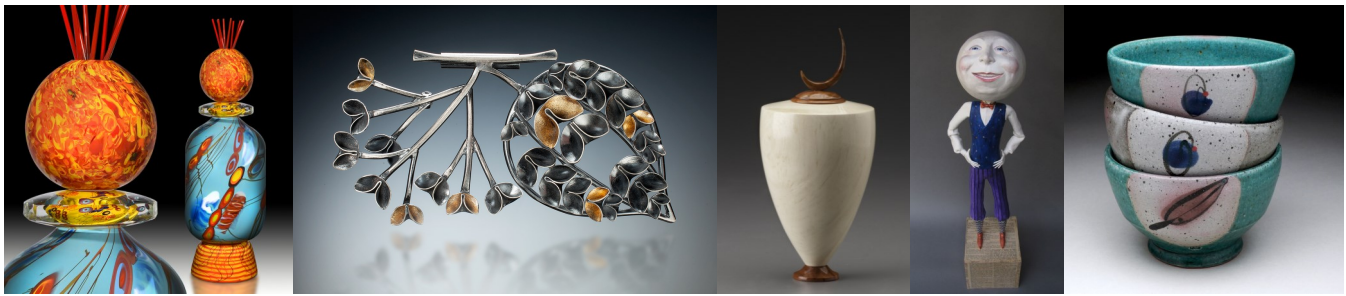


Emerging Artist Program

Florida CraftArt is proud to include an Emerging Artist Program as part of CraftArt again this year. Artists who have never had a major show or participated in an outdoor festival will be invited to participate in CraftArt.

The artist will receive a 10' x 10' tent, table and chairs, as well as a photography session with Brian James and business mentoring by renowned artist Duncan McClellan.

So that we are never accused of starving our Emerging Artists, we will even feed them over the course of the weekend. The Emerging Artists will be judged by the show juror for an Emerging Artist ribbon. The ultimate benefit to the artist is to be able to professionally



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Central Ave. and Fifth Street, Downtown St. Petersburg

SPONSORSHIP LEVELS:

Presenting Sponsor (1) \$10,000

- Sole sponsor at this level
- Corporate logo included as part of the *CraftArt Festival 2016* logo in all print ads, billboards, banners, posters and event map
- Banners with Presenting Sponsor logo at the top prominently featured at the festival
- Sole sponsor on digital billboard ad
- Opportunity to display company banner in hospitality tent
- Company logo on all award ribbons and in the Award press release as well as on all printed materials
- Opportunity for kiosk at festival
- Invitation to private reception with juror and Collector's Circle
- Ten tickets to the Saturday evening Artists' Award Reception
- Opportunity to speak at Artists Award Reception

Best of Show/Director's Award Sponsor (2) \$5,000

- Corporate logo on all print and web ads, banners, posters and event map
- Recognition on all show signage and banners at entrances to the *CraftArt Festival*
- Company name recognition on Best of Show award ribbon or Director's Award ribbon and in the Award press release
- Opportunity to display company banner in hospitality tent
- Eight tickets to the Saturday evening Artists' Award Reception

Award of Excellence Sponsor (4) \$2,500

- Corporate name on all print and web ads, banners, posters and event map.
- Recognition on all show signage and banners at entrances to the *CraftArt Festival*
- Company name on one Award of Excellence ribbon and in Award press release
- Opportunity to display company banner in hospitality tent.
- Six tickets to the Saturday evening Artists' Reception

Emerging Artist Sponsor (6) \$1,500

- Corporate name on all print and web ads, banners, posters & event map
- Company name in Award press release
- Opportunity to display company banner in hospitality tent
- Four tickets to the Saturday evening Artists' Award Reception

Award of Merit (6) \$1000

- Corporate name on all print and web ads, banners, posters & event map
- Company name on one Award of Merit ribbon and in Award press release
- Opportunity to display company banner in hospitality tent
- Four tickets to the Saturday evening Artists' Award Reception

Friend of the Arts \$500

- Recognition on sponsor banner and map
- Two tickets to the Saturday evening Artists' Award Reception



2016 Judge Chris Amudnsen of the American Craft Council with Best of Show sponsor David Ramsey of Raymond James and BOS winner.



501 Central Ave., St. Petersburg, FL 33701
(727) 821-7391 FloridaCraftArt.org

CraftArt Festival 2017 November 18 and 19, 2016

Central Avenue and Fifth Street in Downtown St. Petersburg

YES! I (We) would be honored to provide support for the *CraftArt Festival 2017*.

I (We) have read the benefits of sponsorship and look forward to our future involvement. I (We) are aware that sponsorships must be secured before October 15th and received no later than October 25th in order to be included in print material.

Name of Company

Name of Contact Person

Address

City State Zip

Telephone

E-mail

Website

Authorizing Signature Date

Please mail this form along with payment to:

CraftArt Festival 2017
Florida CraftArt
501 Central Avenue
St. Petersburg, FL 33701

Questions about sponsorship may be directed to:

Janie Lorenz
Business and Festival Manager
(727) 821-7391

janie.lorenz@floridacraftart.org

I (We) would like to pledge \$ _____
to support the **CraftArt Festival 2017** as a sponsor:

____ **Presenting Sponsor** (1) \$10,000

____ **Best of Show/Director's Award Sponsor** (2) \$5,000

____ **Awards of Excellence Sponsor** (4) \$2,500 each

____ **Emerging Artist Award** (4) \$1,500 each

____ **Awards of Merit Sponsor** (6) \$1,000 each

____ **Friend of CraftArt** \$500

Name to be printed on the Best of Show, Director's Award, Award of Excellence or Award of Merit Ribbon:

I (We) would like to provide the following in-kind support
for the **CraftArt Festival** valued at \$ _____:

I (We) cannot participate in the above levels of sponsorship, but would like to contribute \$ _____ to support the **CraftArt Festival**.

☐ Please mail me an invoice

☐ Enclosed is a check made payable to Florida CraftArt

☐ Please charge ☐ VISA ☐ MC ☐ DISC ☐ AMEX

Card Number _____ Expiration Date _____

Signature _____