



Sponsorship Opportunities

CraftArt Festival

November 18 and 19, 2017

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



Florida CraftArt is a nonprofit organization founded in 1951. Our mission is to grow the statewide creative economy by engaging the community and advancing Florida's fine craft artists and their work. Our 2,500-square-foot gallery showcases more than 250 Florida artists, and our exhibition gallery features curated shows and educational programming. On our second floor is ArtLofts: 19 artists' studios and a meeting room called the Creative Loft.



- 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.

- The festival gives artists the opportunity to show and sell their work with **no commission** given to Florida CraftArt.

- Sponsorships benefit Florida CraftArt and fund its mission, educational programs, exhibitions and outreach.**

- Location:** the crossroads of Central Ave. and 5th St. in St. Petersburg, Florida covering several city blocks in the heart of downtown.

- 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 Collectors' Circle Purchase Awards

- Number of Artists:** 110+ nationally known artists, plus emerging artists

- Audience:** 10,000+ local residents and tourists

Florida CraftArt is a nonprofit organization representing the contemporary fine craft artists of Florida.

Your support not only provides a venue for artists to sell their work, it also supports Florida CraftArt which is an integral part of the rich tapestry which is our arts and culture scene in downtown St. Petersburg.



SUCCESS STORY

2016 CraftArt Festival exhibiting glass artist Virginia Spalter was accepted into the 2017 **American Craft Council's National Show** and won the prestigious **Award of Excellence** for her stunning glass work using pâte de verre. She is pictured with ACC Executive Director Chris Amundsen who was the judge for the 2016 CraftArt Festival.



EMERGING ARTIST PROGRAM

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, business mentoring by renowned artist Duncan McClellan and a stipend for meals.

They are judged by the show juror for an Emerging Artist ribbon. The ultimate benefit to the artists is to be able to professionally present their work to collectors and visitors and sell their work.



Florida CraftArt Board President Kathryn Howd with award-winning ceramic artist Sean Fitzgerald

CraftArt Festival Sponsorship Opportunities

BENEFITS (New*) Your organization will be exposed to 10,000+ people at the CraftArt Festival. Confirm your sponsorship ASAP for the biggest bang for your buck!									
	Presenting \$10,000	Best of Show \$5,000	Director's Award \$5,000	Children's Art Activity Tent* \$5,000	Awards of Excellence \$2,500	Emerging Artists \$1,500	Hospitality Tent* and Entertain- ment \$1,000	Awards of Merit \$1,000	Friends of the Arts \$500
Sole sponsor	Yes								
Festival Banner at entrances	Large Logo	Med. Logo	Medium Logo	Medium Logo	Small Logo	Small Logo	Small Logo	Small Logo	Name
Print and Web Ads	Logo	Small Logo	Small Logo	Small Logo	Name	Name	Name	Name	
Post Card	Logo	Small Logo	Small Logo	Small Logo	Name	Name	Name	Name	
FCA Website Link to Sponsor Website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Kiosk at Festival*	Yes								
Social Media Posts*	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
I-275 Digital Billboard Ads	Yes								
Name on Artists' Award Ribbons	Yes-All	Yes	Yes		Yes	Yes		Yes	
Name on Award Press Release	Yes	Yes	Yes	Yes	Yes	Yes		Yes	
Present Award/ Photo Op.	Yes	Yes	Yes		Yes	Yes		Yes	
Opportunity to Speak at Artists' Reception*	Yes								

All sponsors receive Florida CraftArt website link, name on press releases, opportunity to display banner in sponsor and hospitality tents, social media posts, name on CraftArt Festival map, tickets to artists and awards reception, and a private reception with juror and Collectors' Circle members.



YES! I (We) will provide support for the 2017 *CraftArt Festival* and have read the benefits of sponsorship and look forward to our future involvement.

Get the “most bang for your buck” and register early!
We begin promoting the festival on June 1.
To be included on print materials be sure to register by August 30.

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

EIN#237375994

Questions about sponsorship may be directed to:

Janie Lorenz
Business and Festival Manager
(727) 821-7391
janie.lorenz@floridacraftart.org

Thank you for your support!

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

- ____ **Presenting Sponsor** (1) \$10,000
- ____ **Best of Show** \$5,000
- ____ **Director's Award Sponsor** \$5,000
- ____ **Children's Art Activity Tent Sponsor** \$5,000
- ____ **Awards of Excellence Sponsor** \$2,500 each
- ____ **Emerging Artist Award** \$1,500 each
- ____ **Hospitality and Entertainment Tent Sponsor** \$1,000
- ____ **Awards of Merit Sponsor** \$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

- ☐ Please contact me (us) for an opportunity to participate in the **Collectors' Circle Program**.