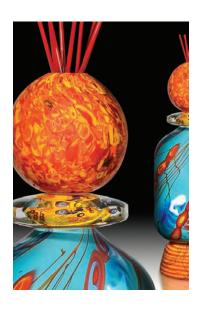
#### **SPONSORSHIP OPPORTUNITIES**

# Florida U. CraftArt



# 21<sup>ST</sup> ANNIVERSARY CRAFTART FESTIVAL NOVEMBER 17 AND 18, 2018



Located just outside the doors of the Florida CraftArt Gallery, along Central Avenue in downtown St. Petersburg, the CraftArt Festival 2018 is a destination for tourists and local visitors to enjoy an artful Florida weekend.

More than 120 of the nation's best contemporary fine craft artists show and sell their creations. There are artist demonstrations, a children's activity tent, food trucks, wine and craft beer.



The two-day festival kicks off the Holiday shopping season and features handmade works in ceramics, fiber, glass, jewelry, metal, paper and mixed media.



#### SPONSORSHIP BENEFITS



#### 21<sup>ST</sup> ANNIVERSARY CRAFTART FESTIVAL NOVEMBER 17 AND 18, 2018

#### YOUR SUPPORT PROVIDES A **HIGH-PROFILE VENUE** FOR ARTISTS TO SHOW AND **SELL THEIR WORK**

It also supports Florida CraftArt which is an integral part of the rich tapestry of our arts and culture scene in downtown St. Petersburg. Communities that support the arts are investing in an industry that supports 3,889 local full-time jobs. Please help support our art organization — the arts mean business in Pinellas County!



#### THE DETAILS

10,000+ local residents and tourists who are affluent and cultured art lovers attend. Produced by Florida CraftArt, the CraftArt Festival is a twoday contemporary craft festival featuring diverse styles by artists across the country. Extensive advertising and social media publicize the event.



#### **DATES**

**SATURDAY NOVEMBER 17** 10 a.m. to 5 p.m.

**SUNDAY NOVEMBER 18** 10 a.m. to 4 p.m.

The weekend before Thanksgiving

#### Florida CraftArt and its mission for year-round art programming in exhibitions, education and community

SPONSORSHIPS benefit

#### INTERACTIVE FEATURES:

outreach.

Children's Activity Tent, Artists' Demo Tent

**LOCATION:** The crossroads of Central Avenue and 5th Street in St. Petersburg, Florida covering several city blocks in the heart of downtown



### **YOUR SUPPORT MAKES A DIFFERENCE**



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## 21<sup>ST</sup> ANNIVERSARY CRAFTART FESTIVAL NOVEMBER 17 AND 18, 2018

	\$10,000 PRESENTING SPONSOR	<b>\$5,000</b> BEST OF SHOW	\$5,000 DIRECTOR'S AWARD	\$5,000 CHILDREN'S ART ACTIVITIES	<b>\$2,500</b> AWARDS OF EXCELLENCE	<b>\$2,500</b> HOSPITALITY TENT + ENTERTAINMENT	<b>\$2,000</b> Demonstration Tent	\$1,500 EMERGING ARTISTS PROGRAM	\$1,000 AWARDS OF MERIT
SOLE PRESENTING SPONSOR									
FESTIVAL BANNERS AT ENTRANCES									
LOGO ON PRINT + WEB ADS									
NAME ON PRINT + WEB ADS									
POST CARDS TO 5,000 PEOPLE									
FCA WEBSITE LINK									
BRAND SIGNAGE AT EVENT									
SOCIAL MEDIA POSTS						-			
1275 DIGITAL BILLBOARD ADS*									
NAME ON AWARD RIBBONS									
NAME ON AWARD PRESS RELEASE									
OPPORTUNITY TO PRESENT AWARDS									
ARTISTS' DINNER (2 PEOPLE)									
SPEAKING OPPORTUNITY AT ARTISTS' DINNER									

<sup>\*</sup>Based on availability

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: 20 artists' studios and a meeting room called the Creative Loft, where our permanent collection is displayed.

#### **SPONSORS SUPPORT THE ARTS**



#### IT BENEFITS ARTISTS

#### 21<sup>ST</sup> ANNIVERSARY CRAFTART FESTIVAL NOVEMBER 17 AND 18, 2018

#### **THE ARTISTS**

- \$10,000 in awards and Collectors' Circle Purchase Pledges
- The festival gives artists the opportunity to show and sell their work with no commission given to Florida CraftArt
- More than 110 nationally known artists, plus emerging artists participate



# EMERGING ARTIST PROGRAM

Artists who have never had a major show or participated in an outdoor festival can apply to participate in the festival as an Emerging Artist. They receive the following benefits:

- 10' x 10' tent, table, chairs
- Photography session
- Business mentoring
  by renowned glass artist
  Duncan McClellan
- 250 Postcards of work
- Stipend for meals
- Judging 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, as well as visitors, and sell their work in a premier setting.

#### **ARTIST SUCCESS STORY**

After participating in the 2017 CraftArt Festival, Emily Stehle's status changed. A basketmaker for more than 20 years, she retired from marketing and public relations. Emily is now a successful artist and has exhibited since at galleries and such notable festivals as the Gasparilla Art Festival.



