

SPONSORSHIP OPPORTUNITIES



21ST 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.



501 CENTRAL AVENUE ST. PETERSBURG, FL 33701

FloridaCraftArt.org

SPONSORSHIP BENEFITS



IT BENEFITS OUR COMMUNITY

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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 two-day 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

SPONSORSHIPS benefit

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

INTERACTIVE FEATURES:

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



Fong Choo



SPONSORSHIP LEVELS

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	\$10,000 PRESENTING SPONSOR	\$5,000 BEST OF SHOW	\$5,000 DIRECTOR'S AWARD	\$5,000 CHILDREN'S ART ACTIVITIES	\$2,500 AWARDS OF EXCELLENCE	\$2,500 HOSPITALITY TENT + ENTERTAINMENT	\$2,000 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	■								

**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

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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.

