

**MELBOURNE ART FESTIVAL, INC.**

**2019 Sponsorship Details**

**For 35<sup>th</sup> Annual**

**MELBOURNE ART FESTIVAL**

**Festival dates: April 27 & 28, 2019**

*This package contains information regarding available sponsorship package details  
as offered by the Melbourne Art Festival, Inc.*

## Available Sponsorship Options

**Presenting Sponsor** is the primary official sponsor that receives top billing in all promotional advertisements including print, video and audio media.

**Official Sponsors** strongly support the Festival financially and are associated in marketing a specific area of the Melbourne Art Festival, such as the Art Workshops, Entertainment, KidsWorld, Patron Program, Student Art Competition and Show, and the Weekend Volunteer Program.

**Supporting Tier 1 Sponsors** financially assist the Festival in maintaining overall aspects of the event and recognize the value of occupying a tent in a high-density location within the footprint of the April Melbourne Art Festival with additional benefits.

**Supporting Tier 2 Sponsors** financially assist the Festival in maintaining overall aspects of the event and recognize the value of occupying a tent in a high-density location within the footprint of the April Melbourne Art Festival.

**5K Flamingo Run Sponsors** specifically support the overall success of the annual 5K run.

**Partners of the Festival** are specifically associated with the Festival Directory, environmental and recycling services, or the cocktail event for Festival Patrons.

**Friends of the Festival** assist in the continuing operations of the Festival.

*This package contains the details of each sponsorship option.*

## 2019 Melbourne Art Festival Presenting Sponsorship Package

Recognize the business as the **Presenting Sponsor** of the Melbourne Art Festival on or in the following Festival products during the April 27<sup>th</sup> & 28<sup>th</sup> Event:

- The event to be referred to as “2019 Melbourne Art Festival presented by” your company in all advertising and promotional products
- Radio advertising: audio recognition as the Presenting Sponsor in all festival radio advertising (for example; “ Presenting Sponsor of the 35<sup>th</sup> Melbourne Art Festival”)
- 225 Artist booth cards
- Festival Sponsor web page with hotlink to your website
- Festival entertainment web page with hot link to your website
- Festival artist web page with hot link to your website
- Festival Directory
- 10 live stage announcements throughout the weekend
- Press releases

**Your business logo exposure on the following festival projects:**

- Print advertising campaign includes your company logo as the primary ‘Official Sponsor’
- 225 artists booth cards
- 100 committee badges
- 500 promotional posters
- Sponsor banners located at key entry points throughout the festival site with top billing

**Branding exposure within the festival (Sponsor to supply the banners)**

- Primary banner rights on the festival stage
- 10' x 10' tent for Sponsor branding opportunity throughout the festival weekend (product demonstration or other product giveaways; the MAF reserves the right to approve booth content)
- Spaces for product display purposes only throughout footprint of MAF

**Provide your business with:**

- Product exclusivity as sole supplier, service provider or dealership sponsor
- Full page ad on the back of the festival directory
- Ten (10) invitations to the Patron Party (Thursday night kick-off event of the April Festival)
- Ten (10) individual passes for access to the Patron/VIP tent during the festival weekend (includes free refreshments)
- One (1) complimentary 5k Flamingo run team entry (maximum 10 Runners)
- Distribution of marketing or promotional materials in Patron tent
- Distribution of marketing or promotional materials in 5K Flamingo run packages
- a post-festival wrap-up report

Call Sponsorship Committee for ‘Presenting Sponsor Fee’

## 2019 Melbourne Art Festival Official Sponsorship Package

An **Official** sponsorship provides opportunities to associate your company with a specific area of the Melbourne Art Festival. This package is offered for each of the following weekend events and areas:

- Art Workshops
- Entertainment
- KidsWorld
- Patron Program
- Student Art Competition and Show
- Weekend Volunteer Program (your company name will be associated with the successful festival volunteer program involving over 500 weekend volunteers)

Please see [www.melbournearts.org](http://www.melbournearts.org) for more information about each Presented Area. In appreciation of associating your company with an MAF event, the MAF will provide these recognition and benefits:

### **The MAF will recognize the Sponsor on or in the following MAF products:**

- Presented Event-specific promotional releases
- on MAF web site (Sponsor and the Presented Event pages) with a link to your site
- in editorial in the festival Directory
- at the Presented Event location during the festival weekend
- eight live stage announcements during the festival weekend

### **The MAF will include one Sponsor-supplied logo on the following festival products:**

- print advertising
- promotional poster
- festival's sponsor banners
- the MAF web site
- awards/place cards as required for the Presented Area

### **Branding exposure within the festival footprint (Sponsor provides banners)**

- prominent banner rights at Presented Event location
- 10' x 10' tent for Sponsor branding opportunity throughout the festival weekend (product demonstration or other product giveaways; the MAF reserves the right to approve booth content)

### **The Sponsor benefits also include the following:**

- 1/2 page ad in the festival Directory
- eight passes to the Patron Party (Thursday night kick-off event of the April festival)
- eight passes to the Patron/VIP tent festival weekend (includes refreshments)
- one complimentary 5K Flamingo Run team entry (up to 10 runners)
- distribution of marketing or promotional materials in Patron packages
- distribution of marketing or promotional materials in 5K Flamingo Run packages
- a post-festival wrap-up report

**\$10,000 cash investment**

## 2019 Melbourne Art Festival Supporting Tier 1 Sponsorship Package

**Supporting Tier 1** sponsors financially assist the Festival in maintaining all aspects of the event and recognize the value of occupying a tent in a high-density location within the footprint of the April Melbourne Art Festival. Partnering with the MAF through this sponsorship provides the following:

**The MAF will recognize the Sponsor on or in the following MAF products:**

- on the MAF web site (Sponsor page) with a link to your site
- in the festival Directory
- four live stage announcements during the festival weekend

**The MAF will include one Sponsor-supplied logo on the following festival products:**

- promotional poster
- festival's sponsor banners
- the MAF web site

**Branding exposure within the festival footprint (Sponsor provides banners)**

- complementary 10' x 10' tent for Sponsor to use as a branding or sales opportunity (product demonstration or other product giveaways; the MAF reserves the right to approve booth content)

**Additional benefits:**

- 1/4r page ad in the festival Directory
- four passes to the Patron Party (the Thursday night kick-off event of the April Melbourne Art Festival)
- four passes to the Patron/VIP tent festival weekend (includes refreshments)
- distribution of marketing or promotional materials in Patron packages
- distribution of marketing or promotional materials in 5K Flamingo Run packages
- a post-festival wrap-up report

**\$5,000 cash investment**

## 2019 Melbourne Art Festival Supporting Tier 2 Sponsorship Package

**Supporting Tier 2** sponsors financially assist the Festival in maintaining all aspects of the event and recognize the value of occupying a tent in a high-density location within the footprint of the April Melbourne Art Festival. Partnering with the MAF through this sponsorship provides the following:

### **Branding exposure within the festival footprint (Sponsor provides banners)**

- complementary 10' x 10' tent for Sponsor to use as a branding or sales opportunity (product demonstration or other product giveaways) along with a standard 6' folding table and chair
- the MAF reserves the right to approve all booth content

### **Additional benefits:**

- 'Thank You' note in the MAF Festival Directory for your Supporting Sponsorship
- distribution of marketing or promotional materials in Patron packages
- distribution of marketing or promotional materials in 5K Flamingo Run packages

**\$2,500 cash investment**

## **2019 Melbourne Art Festival 5K Flamingo Run “Diamond” Sponsor**

**5K Flamingo Run “Diamond” Sponsor** recognizes the value of the Melbourne Art Festival to our community by helping to sustain the high quality of the event. Partnering with the MAF through this sponsorship level provides the following:

**The MAF will recognize the Sponsor on or in the following MAF products:**

- on the MAF web site (Sponsor page) with a link to your site
- in the festival Directory
- large name/logo on 5K Run T-shirts
- logo on 5K Poster

**Additional benefits:**

- 1/8 page business card ad in the festival Directory
- one complimentary 5K Flamingo Run team entry (up to 5 runners)
- two passes to the Patron Party (the Thursday night kick-off event of the April Melbourne Art Festival)
- two passes to the Patron/VIP tent festival weekend (includes refreshments)
- distribution of marketing or promotional materials in Patron packages
- distribution of marketing or promotional materials in 5K Flamingo Run packages

**\$2,500 cash investment**

## 2019 Melbourne Art Festival 5K Flamingo Run Sponsorship Packages

5K Flamingo Run sponsors financially assist the 5K Run portion of the Festival. Partnering with the MAF through this sponsorship provides the following benefits:

<b>Sponsor Level:</b>	<b>Diamond</b>	<b>Gold</b>	<b>Silver</b>
<b>Your tax deductible donation</b>	\$2,500	\$1,000	Cash/In-kind \$500
<b>Name/Logo on MAF Website</b>	Logo	Logo	Name
<b>Name in Festival Directory</b>	Yes (Sponsor Section)	Yes (Sponsor Section)	Yes (Thank you section)
<b>Sponsor Material in 5K Run Packets</b>	Yes	Yes	Yes
<b>Name/Logo on 5K Run T-shirts</b>	Large Logo	Small Logo	Name
<b>Complementary Race Entry</b>	5 including t-shirts	3 including t-shirts	1 including t-shirt
<b>Sponsor Material in Patron Packets</b>	Yes	Yes	--
<b>Logo on 5K Poster Need by February 15</b>	Yes	--	--
<b>Patron Party Passes</b>	2	--	--
<b>Patron Tent Passes</b>	2	--	--

**\$2,500, \$1000, or \$500 investment**



## 2019 Melbourne Art Festival Partners

The Melbourne Art Festival is grateful to the local companies and individuals who **Partner** with the MAF financially. The following partnerships are offered:

- **Publishing Partner**

The festival Directory is the central source of information for many festival attendees. The publication includes a listing of each artist's name and location in addition to other schedules and information. Approximately 5,000 of these full-color magazines are printed and distributed one month prior to the April event and throughout the festival footprint during the April weekend. (\$1500 cash investment)

- **Environmental Partner**

The Melbourne Art Festival aims to present the April event as environmentally positive as possible. The MAF will additionally publicize our partnership through signage at the festival (\$1500 cash investment)

- **Patron Party Partner**

Artists and patrons alike tell us that the MAF Patron Program is one of the most successful in the country. To kick off the weekend, the MAF throws a reception to welcome Patrons to the festival weekend. A facility that will accommodate approximately 600-800 Patrons is desired. (\$1500 cash investment)

The MAF will provide the following recognition and benefits in appreciation of your partnership:

**The MAF will recognize the Sponsor on or in the following MAF products:**

- on the MAF web site (Sponsor page) with a link to your site
- listing in the festival Directory

**These additional benefits:**

- a business card size ad in the festival Directory
- distribution of marketing or promotional materials in Patron packages
- distribution of marketing or promotional materials in 5K Flamingo Run packages

## 2019 Melbourne Art Festival Official Product Sponsorship Package

As an **Official Product or Service** of the April Melbourne Art Festival, your name will be associated with our marketing and promotional efforts. (\*See below for exclusive product sponsorship information.)

- recognition on the MAF web site (Sponsor page) with a link to your site
- listing in the festival Directory
- distribution of marketing or promotional materials in Patron packages
- distribution of marketing or promotional materials in 5K Flamingo Run packages

### **In-kind Contribution**

*\*Exclusive Product Sponsorships are available with a \$2,500 cash contribution to the Melbourne Art Festival, Inc. Additional benefits may apply.*

## 2019 Friend of the Melbourne Art Festival

**Friends** of the Melbourne Art Festival help ensure the Festival remains a high quality event for our community. Partnering with the MAF through this sponsorship provides the following:

**The MAF will recognize the Sponsor on or in the following MAF products:**

- on the MAF web site (Sponsor page)
- as a Thank You in the festival Directory

**Additional benefits:**

- distribution of marketing or promotional materials in Patron packages
- distribution of marketing or promotional materials in 5K Flamingo Run packages

**\$500 cash investment  
or  
\$1000 in-kind products or services**

### For More Information

Contact us today to tie your product and mission to the Melbourne Art Festival, one of the region's most celebrated cultural attractions. For more information, please fill out the information below and fax it to (321) 722-5055 (to the attention of Sponsor Committee), or call us (321) 722-1964 or email us at [mafinfo@melbournearts.org](mailto:mafinfo@melbournearts.org) and we'll respond right away:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Yes, I am interested in participation at the \_\_\_\_\_ level.

Yes, I would like further information about sponsorship opportunities

No, I am not interested at this time, but please contact me next year before  
\_\_\_\_\_ (date)

Thank you for your consideration,

Sponsorship Committee of the Melbourne Art Festival, Inc.

Shelly McNulty (321) 505-1614  
Gregory Bell (321) 508-6722