



# 37<sup>th</sup> Melbourne Art Festival Sponsorship Opportunities

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APRIL 23 & 24, 2022

WICKHAM PARK – MELBOURNE, FLORIDA



# About The Melbourne Art Festival



## **Over 37 Years of Fine Art**

The Melbourne Art Festival has provided one of Central Florida's largest Art & Music Festivals for over 37 years.

## **Tens of Thousands of Visitors**

The Melbourne Police Department has estimated recent crowds at the Melbourne Art Festival to be over 40,000 while the Brevard Cultural Alliance (Tourist Development Council) estimates that over 20% of visitors are from outside of Brevard County.

## **Juried Fine Art Show = Desirable Demographic**

The Melbourne Art Festival is a juried fine art show and does not accept crafts or vendors outside of the fine art segment (no diet products, MLM, etc.)

## **100% Volunteer Run**

The Melbourne Art Festival is one of only two 501(c)(3) organizations in Brevard County to rely on 100% volunteer support to put the event on. No paid management or paid staff.

## **Park Setting Provides More Focus for a Longer Time**

The Melbourne Art Festival moved from congested Downtown Melbourne to the serene Wickham Park location in 2017 which enables more focus on Artists and Sponsors. Estimated time spent at the Wickham Park location is considerably longer than downtown.

## **Award Winning Event**

The Melbourne Art Festival was listed as one of the Top 200 Art Festivals over the past 10 years by Sunshine Artist Magazine and was a runner up for Florida Today's "Best of Brevard" Awards



# Sponsorship Options



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

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

**Supporting Sponsor Tier 1:** Tier 1 Sponsors financially assist the Festival in maintaining overall aspects of the event and recognize the value of exhibiting their business or organization in a high-density location within the footprint of the Melbourne Art Festival with MAF Promotional & Advertising benefits.

**Supporting Sponsor Tier 2:** Tier 2 Sponsors financially assist the Festival in maintaining overall aspects of the event and recognize the value of exhibiting their business or organization in a high-density location within the footprint of the April Melbourne Art Festival.

**Partners of the Festival:** Partners are specifically associated with the Festival Directory, environmental and recycling services, or the Artist and VIP Patron Reception.

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



# Presenting Sponsor



## Business recognized as the “Presenting Sponsor of the Melbourne Art Festival” in all major Melbourne Art Festival assets:

- ✓ The event to be referred to as “2022 Melbourne Art Festival presented by LEXUS” (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 37th Melbourne Art Festival”)
- ✓ Logo on 225 Artist booth cards
- ✓ Festival Sponsor logo on all website pages with hotlink to your website
- ✓ Festival Sponsor Banner on the Music Stage
- ✓ Music Stage to be referred to as “Presenting Sponsor Stage” (...live on the LEXUS Stage)
- ✓ 10 live stage announcements throughout the weekend
- ✓ Back Cover Full Page Ad in popular Melbourne Art Festival Directory – 5,000 copies printed and distributed at event and throughout the area at local businesses prior to Festival.
- ✓ “Presenting Sponsor” mention in ALL press releases
- ✓ Your business logo on the following festival assets:
  - ✓ Print advertising campaign includes your company logo as ‘Presenting Sponsor’
  - ✓ 100 committee badges
  - ✓ 500 promotional posters
  - ✓ Sponsor banners located at key entry points throughout the festival site with top billing on all Festival Maps and Banners



# Presenting Sponsor

Continued



- ✓ Branding exposure within the festival (Sponsor to supply the banners)
- ✓ Primary banner rights on the festival stage
- ✓ 10' x 20' 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 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 Artist Reception (Saturday Evening After Show Closes)
  - ✓ Ten (10) individual passes for access to the VIP Patron tent during the festival weekend (includes free refreshments)
  - ✓ Distribution of marketing or promotional materials
  - ✓ Post-festival wrap-up report





## Official Sponsor



### **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 (Official Sponsor of...):

- ✓ Art Workshops
- ✓ Entertainment
- ✓ KidsWorld
- ✓ Patron Program
- ✓ Committee Oasis Tent
- ✓ 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)



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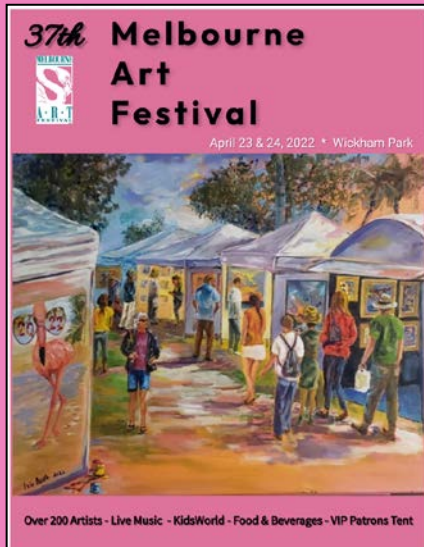
Reason's  
Edge

- ✓ Presented Event-specific promotional releases
- ✓ On MAF web site (Sponsor and the Presented Event pages) with a link to your site
- ✓ In any related 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



# Official Sponsor

Continued



- ✓ 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:
  - ✓ 1/2 page ad in the Festival Directory
  - ✓ Eight (8) passes to the Artist Reception (Saturday Evening)
  - ✓ Eight (8) to the VIP Patron Tent good for festival weekend (includes refreshments)
  - ✓ Distribution of marketing or promotional materials in Patron packages
  - ✓ distribution of marketing or promotional materials in 5K Flamingo Run packages
  - ✓ Post-festival wrap-up report

**\$5,000 cash investment**





# Supporting Sponsor Tier 1



**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:**

- ✓ MAF web site (Sponsor page) with a link to your site
- ✓ Festival Directory
- ✓ (4) four live stage announcements during the festival weekend
- ✓ The MAF will include one Sponsor-supplied logo on the following festival products:
  - ✓ MAF promotional poster
  - ✓ festival's sponsor banners
  - ✓ MAF web site
- ✓ Branding exposure within the festival footprint (Sponsor provides banners)
- ✓ 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 (MAF reserves the right to approve booth content)

**Additional benefits:**

- ✓ 1/4 page ad in the festival Directory
- ✓ (4) four passes to Artist Reception (Saturday Night after show)
- ✓ (4) four passes to the Patron/VIP tent festival weekend (includes refreshments)
- ✓ distribution of marketing or promotional materials
- ✓ Post-festival wrap-up report

**\$5,000 cash investment**



## Supporting Sponsor Tier 2



**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)
- ✓ 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 (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

**\$2,500 cash investment**



# Supporting 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)

## **Artist Reception 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



## Official Product Sponsor



**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-kind Contribution

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

Additional benefits may apply.





## Friend of the MAF



**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
- ✓ Distribution of marketing or promotional materials

**\$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 Central Florida's most celebrated cultural events.

For more information, please email:

Shelly McNulty or Gregory Bell at  
[sponsors@melbournearts.org](mailto:sponsors@melbournearts.org) - we'll respond right away

Sponsorship Committee of the Melbourne Art Festival, Inc.

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



*Thank You!*  
**to our Sponsors**

