

MELBOURNE



A · R · T
FESTIVAL
INC.



RANKED #38

NATIONALLY!

39th Melbourne Art Festival Sponsorship Opportunities

APRIL 27 & 28, 2024

WICKHAM PARK – MELBOURNE, FLORIDA





About The Melbourne Art Festival



Over 39 Years of Fine Art

The Melbourne Art Festival has provided one of Central Florida's largest Art & Music Festivals for over 39 years.

Tens of Thousands of Visitors

The Melbourne Police Department has estimated recent weekend crowds at the Melbourne Art Festival to be in the tens of thousands while the Brevard Cultural Alliance (Tourist Development Council) numbers show almost 2,500 visitors 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.). Arts complete for over \$20,000 in prizes.

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. The festival is one of the only events held around the picturesque back lake of Wickham Park. Estimated time spent at the Wickham Park location is considerably longer than downtown.

Award Winning Event

The Melbourne Art Festival was selected by artists as one of the Top 200 Art Festivals over the past 10 years by Sunshine Artist Magazine, and ranked #38 in their 2023 listing. We were also a recent runner up for Florida Today's "Best of Brevard" Awards and was selected as 'Best Festival' by Spacecoast Living Magazine in 2023.

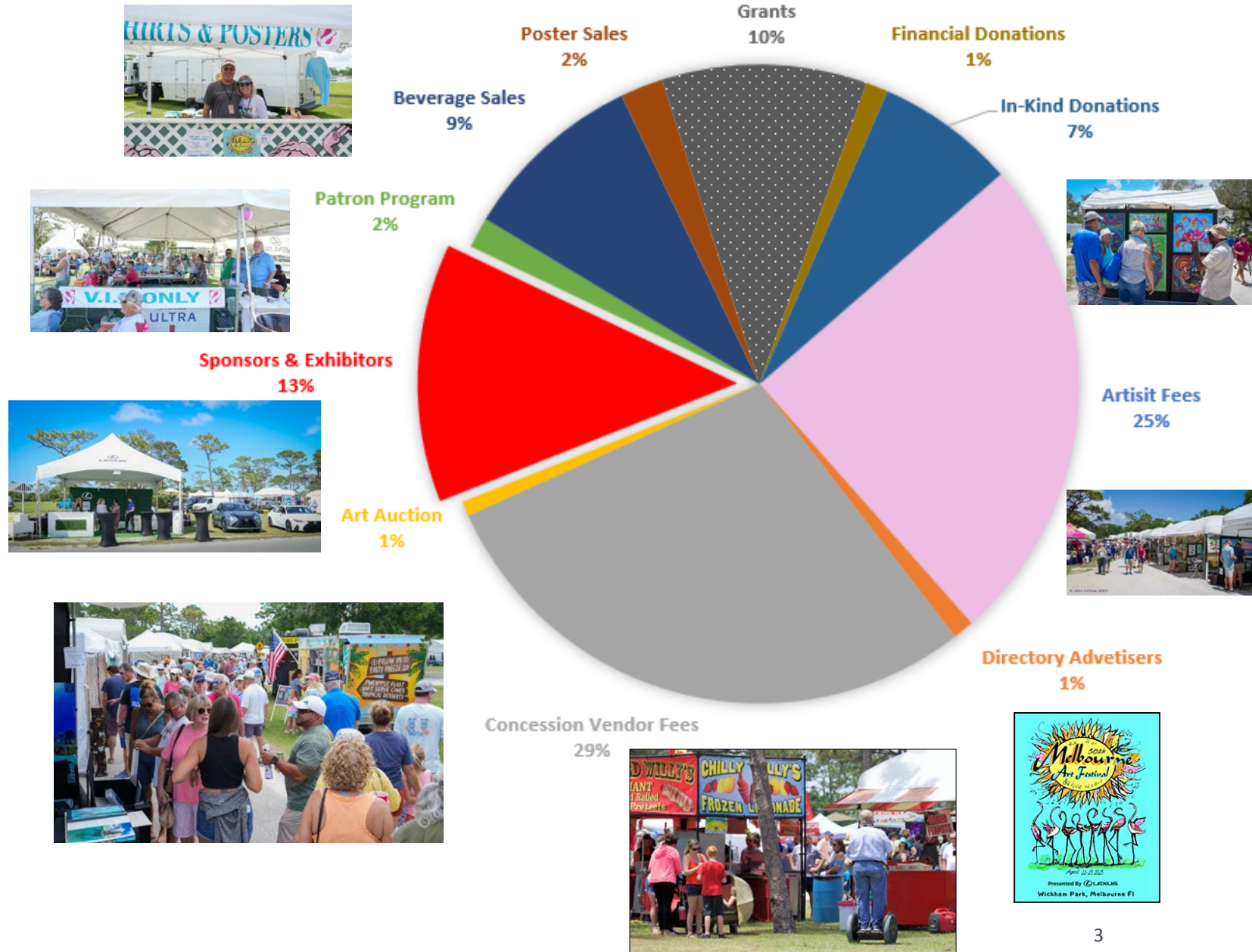




Funding The Melbourne Art Festival



MELBOURNE ART FESTIVAL REVENUES





Festival Needs Sponsors to Thrive & Survive



Here's How YOU Can Help:

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.

Exhibiting 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 additional MAF Promotional & Advertising benefits.

Exhibiting 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.



Festival Marketing 2024



More Marketing:

- **Social Media:** Over 10k Facebook Followers plus a loyal family of X (Twitter), Instagram, Threads, LinkedIn, TikTok users.
- **Online Marketing:** Ads and listings on popular event websites, groups, and lists will blanket Central Florida and beyond.
- **Print Advertising:** Florida Today, Brevard Business News, and more
- **Radio Advertising:** Including WFIT-FM
- **TV:** Hundreds of :15 second Spectrum TV Commercials
- **Signs:** Bumper stickers and over 100 new road & yard signs
- **Business Sign Partnerships** – Thank you supporting businesses who place our ads on their lighted road signs or place road signs, posters and directories at their location(s).
- **Public & Influencer Relations** – Multiple Press Releases covering event news & sponsors
- **Geofencing:** Location-based marketing
- **Rack Cards & Posters:** Thousands of cards and posters promote event & sponsors
- **Much More**

The Melbourne Art Festival thanks the Brevard Cultural Alliance and the Florida Department of State Arts and Culture office for generous grants which help promote the Melbourne Art Festival, Brevard County, and our vibrant arts, culture, and music scene throughout Florida and beyond.



Presenting Sponsor

Past Sponsors:



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 “2024 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 (your company) of the 39th Melbourne Art Festival”
- ✓ Logo on 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 “Live on the (Your Company) Stage”
- ✓ Full Page Back Cover 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. Iso prominent listing on NEW Melbourne Art Festival Directory App.
- ✓ “Melbourne Art Festival Presented by (Your Company)” 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
- ✓ VIP 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)



Official Sponsor

Continued



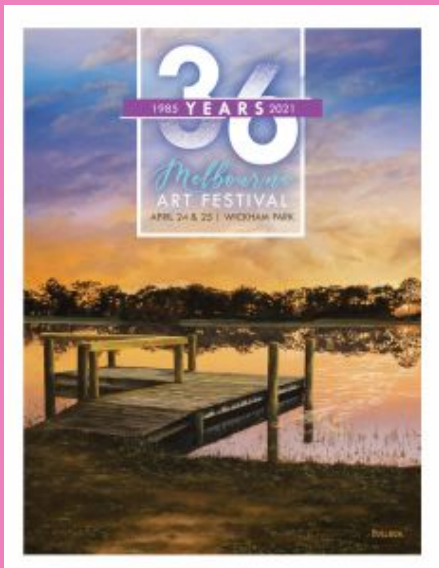
The MAF will recognize the Sponsor on or in the following MAF products:

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

\$10,000 cash investment



Exhibiting Sponsor Tier 1



Exhibiting 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 along with additional advertising benefits.

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
- ✓ 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



Exhibiting Sponsor Tier 2



Exhibiting 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. On Saturday evening, after the show closes, Artists, Patrons and Committee members gather for a fun reception featuring food, beverages and music. (\$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, Pat McNulty or Gregory Bell at sponsors@melbournearts.org - we'll respond right away

Sponsorship Committee of the Melbourne Art Festival, Inc.

- Shelly McNulty (321) 505-1614
- Pat McNulty (321) 505-1615
- Gregory Bell (321) 508-6722



Thank You!
to our Sponsors

