

## MELBOURNE ART FESTIVAL SPONSORSHIP PROPOSAL

**Festival dates: April 26 & 27, 2014**

A presentation of the  
**Melbourne Art Festival, Inc.**  
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# 2014 Sponsorship Proposal of the Melbourne Art Festival, Inc. April 26 & 27, 2014

## Executive Summary

### Organization

Melbourne Art Festival, Inc., a 501 (c) 3 corporation not for profit

### Mission

To organize and present an annual art festival and to further promote and encourage artistic endeavors, education, and appreciation in Brevard County

### Overview

- Brevard County's largest, free, two-day visual arts and entertainment festival where crowds are expected to top 80,000
- A top-100 fine art festival in the country for over a decade
- Ranked 37th nationally of the best fine art shows by Sunshine Artist, the nation's leading publication for fine art and craft show exhibitors, promoters and patrons
- Designated a Top 20 Event by the Southeast Tourism Society
- Spans historic downtown Melbourne, FL from US 1 west to Livingston
- Attendees include college graduates between 21-60 years of age with incomes ranging between \$50,001 - \$75,000 (further demographic information is available)
- Provides visual art and cultural entertainment day and evening, including:
  - diverse selection of fine art from over 250 juried fine artists
  - over 20 performances on the Main and KidsWorld stages
  - a renowned USAT&F certified 5K run
  - free interactive children's arts-and-projects
  - a Student Art Competition with cash awards
  - free art workshops where students design, create, and take home a completed piece of artwork
  - a variety of menu items, sodas, specialty beers, and wine available
  - an outstanding Patron Program
- Organized 100% by community volunteers

### Hours:

#### *Saturday, April 26*

7:30 am: 5K Flamingo Run  
9 am - 5 pm: artist tents open to the public  
10 am - 5 pm: student art tents, KidsWorld and educational exhibits open to the public  
noon - 11 pm: live entertainment on stage

#### *Sunday, April 27*

9 am - 5 pm: artist tents open to the public  
10 am - 5 pm: student art tents, KidsWorld and educational exhibits open to the public  
noon - 5 pm: live entertainment on stage

## Why Sponsor the Melbourne Art Festival?

The Melbourne Art Festival floods the streets of Historic Downtown Melbourne with the exciting sights and sounds of hundreds of fine artists, dozens of musicians and performers, children's art and educational exhibits, and thousands of art and music enthusiasts. Visitors to the Melbourne Art Festival are presented a diverse and colorful two-day event that they look forward to attending each and every April.

The International Events Group, Inc. (IEG), an authority on the sponsorship industry, indicates that festival audiences are extremely loyal. IEG surveys conclude that 78% of participating companies agree that investing in festivals has had a measurable impact on consumer sales of their product and that festivals provide the most conducive environment for experiential sampling.

### Top-rated in the Country

- The Melbourne Art Festival has been rated one of the top 100 fine art festivals in the country for more than a decade by the Sunshine Artist organization. In September 2009, Sunshine Artist recognized the Melbourne Art Festival as the 35th best fine art show out of thousands of fine art shows in the nation.
- This festival is also designated a Top 20 Event by the Southeast Tourism Society.

### Extensive Volunteer Community

A crucial element to the success of the Melbourne Art Festival has been the strong show of support from the community. The 100% volunteer organizing committee includes seasoned and new committee members who work year-round to guarantee the success of the event. The Melbourne Art Festival utilizes a valuable network of volunteer interests and talent for everything from procuring insurance to organizing stage production; from finding entertainers to organizing kid's crafts and providing art education. Large and small area businesses and hundreds of residents contribute to present this outstanding event at no charge to the April weekend festival attendees.

### Become an Investor

The Melbourne Art Festival, Inc. relies on individual and corporate contributions so that we may continue to deliver the quality and diversity of art, art education, and entertainment to the public.

The Melbourne Art Festival offers a wide range of opportunities to meet your company's marketing goals, including a solid marketing program, attendance in the tens of thousands, and a customized sponsorship program that will enable you to:

- Get your message across to a variety of audiences
- Receive recognition as a sponsor in related print and electronic material
- Increase your visibility
- Position your organization as a supporter of the arts and entertainment
- Provide employees with volunteer opportunities, in your company's name, demonstrating your commitment to the importance of community involvement in the arts
- Help Brevard County be a better place to work, live, visit and play

### Sponsorship Highlights

In preparation for the festival weekend in April, the Melbourne Art Festival provides the opportunity to put your image and your product directly into the hands of tens of thousands of potential customers.

Depending on your level of sponsorship, your company may benefit from the following event-related promotions:

- A tent in a high pedestrian-traffic location within the festival footprint allows you one-on-one time with festival attendees throughout the two-day event
- Sampling or couponing in 1500 5K runner and Patron Program packages
- High visibility signage the weekend of the festival
- Use of hospitality tent
- Use of logo in promotional materials
- Event parking
- Increased internet exposure

Depending upon your level of involvement, your logo or name will be seen during the Melbourne Art Festival's promotional periods, where we target families and professionals who are actively interested and involved in the arts and entertainment. This targeted audience will see your message in a dynamic, unique and attentive environment that will help sell your product or service. Our marketing campaign includes:

- Print promotions
- Cable TV spots
- Radio spots
- Internet
- Event Directory/Program guide
- Banners
- Billboards
- Flyers

## For More Information

Contact us today to tie your product , organization, 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 us at (321) 722-5055 (to the attention of Sponsor Committee), or email us at [mafinfo@melbournearts.org](mailto:mafinfo@melbournearts.org):

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.  
321-722-1964  
[mafinfo@melbournearts.org](mailto:mafinfo@melbournearts.org)