



PALM BEACH NORTH
CHAMBER OF COMMERCE

Arti Gras

2021 Sponsorship Opportunities

Contact: Brittany Cartwright

Director of Membership Development

(561) 748-3952 or Brittany@pbnchamber.com

February 13 - 14, 2021 | Gardens North County District Park

ArtiGras Fine Arts Festival is the premier fine art festival of the Palm Beaches. Ranked as one of the top 50 art shows in the United States, ArtiGras showcases a unique juried exhibition of 300 fine artists from all over the country and draws tens of thousands of patrons. The two-day event also features interactive art exhibits, live music, children's interactive art activities, food and drink, and demonstrations that provide an arts experience like no other in South Florida.

ArtiGras has been selected as one of the Top 20 Events in the Southeast by the Southeast Tourism Society. ArtiGras benefits over 60 school art programs and non-profit organizations. ArtiGras 2020 was named the 24th Best Fine Art & Design Show in the nation by Sunshine Artist Magazine.



Frequency: Annually during President's Day weekend – Saturday and Sunday only.

156 Million+
MEDIA IMPRESSIONS

40,000+
ATTENDEES

36
YEARS OPERATING

300
ARTIST BOOTHS





PRESENTING SPONSOR | \$30,000 SOLD

This is an exclusive sponsorship at the highest level. Only one is available each year.

Tickets and Hospitality

Hospitality / Entertainment benefits for distribution to key customers, clients and employees as outlined below:

- 400 one-day tickets to ArtiGras (value \$6,000)
- 60 passes to VIP Hospitality area, 30 per day, provides complimentary lunch and beverages (value \$4,500)
- 20 passes to the ArtiGras Kick-Off Party, showcasing the commemorative poster unveiling and cocktail party (value \$2,000)
- 2 passes to the VIP Parking area onsite at ArtiGras (value \$100)

Website

Your name and logo will be included on the ArtiGras website from now through August 2021. A hyperlink can be included to your web site (if web address is provided to ArtiGras staff). (value \$1,200)

Full Promotional Rights

Your company name and logo will be included on the following ArtiGras print collateral:

- All digital and print promotional items
- Full page ad in the Official Event Program (value \$1,200)
- Full page ad in Palm Beach Post Insert, late January '21 (contract must be signed by 12/21/2020) (value \$3,000)
- Exclusive sponsor logo or name (depending on design of 2021 Commemorative Poster) on Commemorative Poster (value \$10,000)
- Logo on sponsor recognition billboard posted prominently at the event site both days (value \$2,000)
- Logo exclusivity on all digital tickets (value \$1,000)
- Logo exclusively on the promotional postcard, mailed to over 4,000 homes in the Palm Beach North region (value \$3,000)
- Pre-event e-blast, 5,700 ArtiGras patrons (value \$350)
- Post-event "Thank You" e-blast 5,700 ArtiGras patrons (value \$350)

Extensive On-Site Presence

Sponsor will have access to ArtiGras patrons through the following opportunities:

- 20' x 10' space to be used to promote your company and its services. One 20' x 10' tent with four sidewalls, electric, four 8' tables and eight chairs are included. Sponsor is responsible for all décor, promotions, signage, and giveaways. You may use the space to display and sample products, distribute literature or coupons, conduct consumer research, solicit product feedback or build your database. We encourage all sponsors to conduct an art-related activity from your booth to attract attendees. All activities and promotions must be pre-approved by ArtiGras staff. (value \$7,500)
- Placement of 4 Sponsor logo fence banners no larger than 10'x4' throughout festival grounds (provided by sponsor). Banners must be delivered to ArtiGras staff at a minimum of 2 weeks before the event takes place. Placement to be determined by ArtiGras staff. (value \$3,000)
- Opportunity to provide sponsor flags to be placed at each gate. (value \$3,000)
- Sponsor logo included on all volunteer t-shirts, up to 800 (value \$4,000)
- Recognition throughout the day (four times per day) from Main Festival Stage

Post Event Items

Sponsor will receive the following items within 45 days of the completion of the event

- Sponsor will receive a detailed report following ArtiGras including media affidavits, press clippings, copies of all promotional pieces and a full media marketing profile of event
- Sponsor will receive 5 unframed and signed ArtiGras commemorative posters as well as 1 framed and unsigned ArtiGras commemorative posters (value \$300)



TITLE SPONSORS | \$5,000 - \$7,500

This sponsorship gives title rights to individual components of the Festival.
Only one is available for each of the following areas:

Automobile | \$7,500

Nothing like having a prime location in front of 40,000 consumers for your top-of-the line vehicles.

Main Stage | \$7,500

Includes signage at main stage area which is at the center of the festival and provides on-going musical entertainment during the event.

Information Booth | \$5,000

The information booth keeps patrons informed or where to go, what to do and who to see.

Youth Art Competition | \$5,000

K-12 youth art competition featuring 100 schools in Palm Beach County. Winners are displayed during and after the event.

ArtiKids Zone | \$5,000

Hosts the area designed for under 12 patrons and families.

Artist Awards | \$5,000 SOLD

Be front and center with the awards ceremony, which takes place Sunday morning of ArtiGras. With a total of 13 awards and \$13,500 in prize money, the face of your company will be included in each artist award picture.

ArtiGras Pavilion | \$5,000 SOLD

New in 2021, an open-air pavilion featuring plenty of spaced seating to rest while listening to performances at Main Stage.

Kids Under 12 are FREE | \$5,000 SOLD

Kids under 12 get in FREE courtesy of sponsor, used in all ticket sales promos. Each child receives sticker with sponsor logo.

VIP Hospitality | \$5,000 SOLD

Ticketed area for VIPs with complimentary food, beverage and entertainment throughout the weekend.

Health & Safety | \$7,500 SOLD

Show off your company's care for the community by being ArtiGras' official Health & Safety partner. Company logo will be included on all Health & Safety signage on trolleys, gates and throughout festival grounds.

Comfort Zone | \$7,500 SOLD

Comfort Zone features plenty of spaced seating to rest in between viewing all of the fabulous artwork.

Volunteers | \$5,000 SOLD

Volunteer headquarters, home to the 800 volunteers throughout both days including logo rights on all volunteer uniform t-shirts.



BENEFITS OF TITLE SPONSOR

Tickets and Hospitality

Hospitality / Entertainment benefits for distribution to key customers, clients and employees as outlined below:

- 30 one-day tickets to ArtiGras (value \$450)
- 12 passes to VIP Hospitality area, 6 per day Saturday and Sunday, provides complimentary lunch and beverages (value \$900)
- 4 credentials for staff working (value \$60)

Website

Your logo will be included on the ArtiGras internet site through August 2021. A hyperlink can be included to your web site (if web address is provided to ArtiGras staff). (value \$1,200)

Full Promotional Rights

Your company logo will be included on the following ArtiGras print collateral:

- Official Event Program (value \$1,200)
- Company logo included in Palm Beach Post Insert, late January '21 (contract must be signed by 12/21/2020) (value \$325)
- Sponsor Recognition billboard posted prominently at the event site both days (value \$2,000)
- Pre-event e-blast, 5,700 ArtiGras patrons (value \$350)
- Post-event "Thank You" e-blast 5,700 ArtiGras patrons (value \$350)

Extensive On-Site Presence

Sponsor will have access to patrons through the following opportunities:

- 12' x 12' space to be used to promote your company and its services to our audience. One 10' x 10' tent with four sidewalls, electric, one 8' table and two chairs are included. Sponsor is responsible for all décor, promotions, signage, and giveaways. You may use the space to display and sample products, distribute literature or coupons, conduct consumer research, solicit product feedback or build your database. We encourage all sponsors to conduct an art-related activity from your booth to attract attendees. All activities and promotions must be pre-approved by ArtiGras staff. **No sales of any product are allowed onsite.** (value \$3,000)
- Placement of two Sponsor logo fence banners no larger than 10' x 4' throughout festival grounds (provided by sponsor). Banners must be delivered to ArtiGras staff at a minimum of 2 weeks before the event takes place. Placement to be determined by ArtiGras staff. (value \$1,500)

Exclusive rights to Official Title Area Sponsorship

As the Official Title Area sponsor, sponsor will have top-level title sponsor trademark recognition as outlined below:

- Sponsor name will be included as Official Title Sponsor in all press releases related to Title area. (value \$1,200)
- Sponsor name will be included on festival map designating where Title area is located. (value \$1,200)
- All signage related to Title area will include sponsor logo. ArtiGras will create a minimum of two large signs designating the entrance and exit of the Title area. (value \$2,000)
- Post event items. Sponsor will receive the following items within 45 days of the completion of the event:
 - a. Sponsor will receive a detailed report following ArtiGras including media affidavits, press clippings, copies of all promotional pieces and a full media marketing profile of event attendees.
- \$5,000+ Title Sponsors will receive 1 unframed and signed ArtiGras commemorative posters as well as 1 framed and unsigned ArtiGras commemorative posters. (value \$180)

PRESIDENTIAL SPONSOR | \$3,850 OR \$7,500 (for double booth/premium location)

LIMITED AVAILABILITY

Tickets and Hospitality

Hospitality / Entertainment benefits for distribution to key customers, clients and employees as outlined below:

- 25 one-day tickets to ArtiGras (value \$375)
- 8 passes to VIP Hospitality area, 4 per day Saturday and Sunday, provides complimentary lunch and beverages (value \$600)
- 4 credentials for staff working (value \$60)

Website

- Your logo will be included on the ArtiGras internet site through August 2021. A hyperlink can be included to your web site if web address is provided to ArtiGras staff. (value \$1,200)

Full Promotional Rights

Your company logo will be included on the following ArtiGras print collateral:

- Official Event program (value \$1,200)
- Company logo included in Palm Beach Post Insert, late January '21 (contract must be signed by 12/21/2020) (value \$325)
- Sponsor Recognition billboard posted prominently at the event site both days (value \$2,000)
- Post-event "Thank You" e-blast, 5,700 ArtiGras patrons (value \$350)

Extensive On-Site Presence

Sponsor will have access to patrons through the following opportunities:

- 12'x 12' space to be used to promote your company and its services to our audience. One 10' x 10' tent with four sidewalls, electric, one 8' table and two chairs are included. Sponsor is responsible for all décor, promotions, signage, and giveaways. You may use the space to display and sample products, distribute literature or coupons, conduct consumer research, solicit product feedback or build your database. We encourage all sponsors to conduct an art-related activity from your booth to attract attendees. All activities and promotions must be pre-approved by ArtiGras staff. **No sales of any product are allowed onsite.** (value \$3,000)

Post-Event Items

Sponsor will receive the following items within 45 days of the completion of the event:

- Sponsor will receive a detailed report following ArtiGras including media affidavits, press clippings, copies of all promotional pieces and a full media marketing profile of event attendees.



ADDITIONAL ARTIGRAS SPONSORSHIP OPPORTUNITIES

Platinum Sponsor | \$2,500

- Half page ad in Official Festival Program (value \$600)
- Company name listed on ArtiGras Website and Official Event Program (value \$600)
- Company name listed in Palm Beach Post Insert, late January '21 (contract must be signed by 12/21/2020) (value \$325)
- 12 VIP Tickets (6 per day) - lunch and beverages included (value \$900)
- 20 one-day General Admission tickets (value \$300)

Blue Sponsor | \$1,500

- Half page ad in Official Festival Program (value \$600)
- Company name listed on ArtiGras Website and Official Event Program (value \$600)
- Company name listed in Palm Beach Post Insert, late January '21 (contract must be signed by 12/21/2020) (value \$325)
- 8 VIP Tickets (4 per day) - lunch and beverages included (value \$600)
- 15 one-day General Admission tickets (value \$225)

Red Sponsor | \$750

- Company name listed on ArtiGras Web site and Official Event Program (value \$600)
- Company name listed in Palm Beach Post Insert, late January '21 (contract must be signed by 12/21/2020) (value \$325)
- 4 VIP Tickets (2 per day) - lunch and beverages included (value \$300)
- 8 one-day General Admission tickets (value \$120)

