



In its 39th year, [ArtiGras Fine Arts Festival, presented by the Tampa General Hospital](#), 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 benefits over 60 school art programs and non-profit organizations.

ArtiGras has been selected as one of the Top 20 Events in the Southeast by the Southeast Tourism Society. Fine Arts Festival ranked #56 in the Fine Art and Design Category for Sunshine Artist's annual 200 Best List, which celebrated the best art shows over the past 15 years: 2010 to 2023.

Frequency: Annually during President's Day weekend – Saturday and Sunday only.
February 17 + 18, 2024

Sponsor Deadline (Agreement + Payment): December 21, 2023



ARTIGRAS FINE ARTS FESTIVAL



ArtiGras Fine Arts Festival, Presented by Tampa General Hospital, 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 named one of the Top Best Fine Art & Design Shows in the nation by Sunshine Artist Magazine and also 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 2019 was named the 10th Best Fine Art & Design Show in the nation by Sunshine Artist Magazine and received both 1st place for the 2023 Event Guide/Brochure and 2023 Commemorative Poster Sunsational Awards!

Fun Facts

Just in the past 10 years, ArtiGras has raised over \$300,000 for Youth Art Education and local charities.

ArtiGras has been previously held at The Gardens Mall, the field on RCA Blvd, where the G4S building is now, and the first site – the North Palm Beach Country Club.

The ArtiGras site area including Event Area and Site Operations is approximately 516,400 square feet (11.9 acres).

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

February 17 + 18, 2024



Festival Highlights

The Gardens Mall Main Stage – From rock and pop to country and jazz the ArtiGras entertainment stage has something for everyone. Live music plays all weekend for patrons to enjoy. The Hanley Foundation Youth Art Competition also is featured on The Gardens Mall Main Stage on Saturday morning.

FPL Comfort Zone – Re-Energize in the shade of the relaxing Comfort Zone while enjoying the sights of ArtiGras!

Emerging Artists – Featuring 10 fabulous local artists from the Palm Beach County area who are exhibiting in an outdoor art festival for the first time. These artists have been through a vigorous training program



with ArtiGras event staff and other artist experts over six months leading up to the event. Patrons will be able to enjoy and purchase art that has been created in their “own backyard.”



Artist Demonstration Stage – Various participating artists from around the country will demonstrate their art technique. Attendees are invited to watch and ask questions of our resident experts.

Chef Showcase - “The ArtiGras Culinary Arts Studio” venue incorporates the creativity of Culinary Arts through live food demonstrations and tastings. This is the other main hub of the Festival in between the bands who play through the day over at The Gardens Mall Main Stage.



Kids Under 12 are FREE, thanks to Arcadia Gardens – Kids Under 12 get in Free courtesy of our sponsor Arcadia Gardens - used in all ticket sales promotions.

Hanley Foundation Hanley Foundation Youth Art Competition Gallery – Enjoy the amazing talents of local young artists from area schools (over 100!) – grades K-12. Contest entries are on display all

weekend. Winning schools receive prize money to purchase art supplies and winning students have their artwork framed.

Amazon ArtiKids Zone – This section is dedicated specifically to young artists who are invited to participate in a wide selection of interactive art activities made from recycled materials. In addition, kids can pick a square on the Art Wall or create "ArtiTown" out of recycled boxes while enjoying live entertainment on the "kids only" stage!



Art Wall – 60-foot chalkboard wall, located in ArtiKids Zone, for youth to draw with chalk at festival.

Solid Waste Authority Recycling Right Program – "Recycling is an Art" is a unique way in which local school art programs can get involved with ArtiGras and win money for their classrooms, while promoting and learning about green efforts.

Artist Awards - Taking place Sunday morning of ArtiGras, a total of 13 awards and \$21,000 in prize money is given to the best in show for our artists.

Art Pick Up – No need to carry those large purchases through the crowds back to your car! Let us meet you at the Art Pick Up gate where we will be personally load it into your car for you.



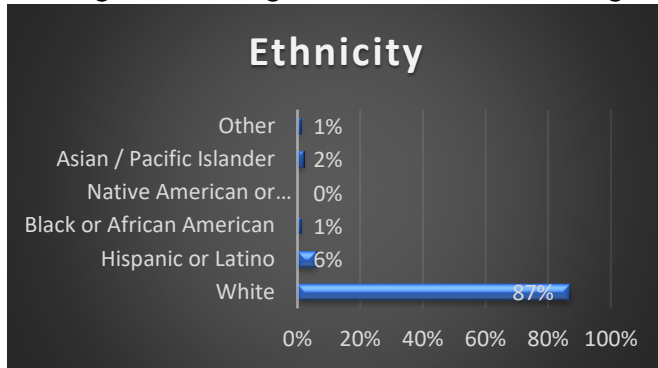
HBK CPAs & Consultants Kick Off Party – Annual cocktail party and Poster unveiling for VIP's, Patron Society Members, Artists and sponsors.

Downtown Palm Beach Gardens VIP Hospitality – Ticketed area for VIPs with complimentary food, beverage and entertainment throughout the weekend.



2023 Patron Survey Results

Every year, ArtiGras conducts a survey of attendees during the festival. Survey results this year tell us that the majority of our patrons are "returning visitors", with 93% between the ages of 35-64 with bachelor's degrees or higher. Of those visiting, 60% brought children under the age of 18.



95% of Patrons feel their overall experience at ArtiGras was positive.

66% of Patrons have attended ArtiGras previously.

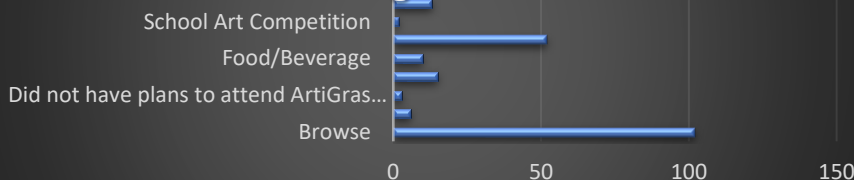


53% of Patrons planned on spending over \$1,000 at ArtiGras over the weekend.

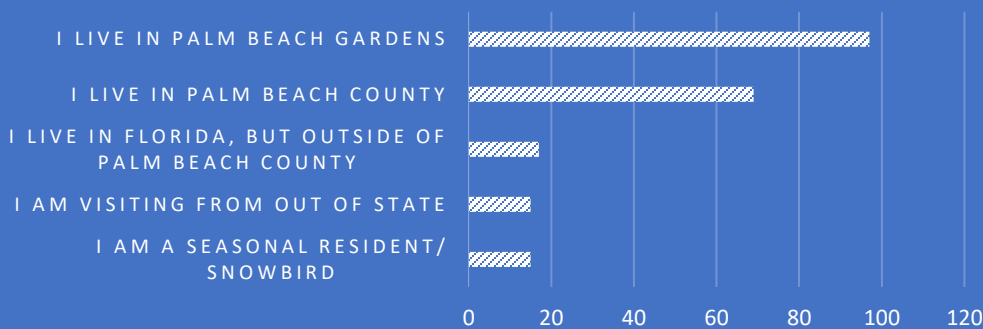
35% of Patrons have 3 or more people in their party.

72% of Patrons will go visit a Restaurant or Bar after OR before ArtiGras.

What is your main reason for attending ArtiGras?



WHERE ARE YOU COMING FROM TO VISIT PALM BEACH GARDENS?



37% of Patrons from out of Palm Beach County come specifically to attend ArtiGras.

20% of Patrons stayed in a hotel, or vacation rental (out of town visitors).

Awards



ArtiGras is nationally known as one of the top festivals in the country. ArtiGras has been named one of the Top Best Fine Art & Design Shows in the nation by Sunshine Artist Magazine as well as one of the Top 10 in 2019 and Sunshine Artist 200 Best in 2018. We are very proud that we have garnered

several awards from different organizations:

Florida Festivals and Events Association (FFEA) SunSational Awards, 2020 1st Place T-Shirt, 2020 2nd Place Commemorative Poster, 2020 2nd Place Promotional Poster, 2020 #24 out of 200 Best Fine Art & Designs Shows, 2018 SunSational Award Winner, Best Magazine Display Ad 2009, Best Printed Materials 2010, Best Promotional Materials 2010, Best Poster 2010: The Florida Festivals and Events Association's mission is to promote and strengthen the festival, event and fair industry in Florida through education, networking, dissemination of information, and the cultivation of high standards for the industry. The FFEA SUNsational Awards Program recognizes its member's innovation, individuality and creative collaboration. ArtiGras is the proud recipient of several awards including Best Poster, T-Shirt, Brochure and Printed Program.

Southeastern Tourism Society Top 20 Events in Southeast, 2005, 2007, 2008-2019: The best events across the Southeast compete to receive the prestigious Top 20 Events designation. Through a nomination process, Southeast Tourism Society chooses the Top 20 events in the Southeast for each month of the year and publishes this list of winners quarterly. The Top 20 Events publication is sent to over 1,600 newspapers, magazines, radio stations, TV stations, AAA publications and others.

National Telly Awards – 2005, 2006, 2008: The Telly Awards honor the very best local, regional, and cable television commercials and programs, as well as the finest video and film productions, and work created for the Web. Since 1978, their mission has been to strengthen the visual arts community by inspiring, promoting, and supporting creativity.

National Davey Awards, Gold Winner 2005 Poster: The largest and most prestigious awards competition exclusively for the "Davids" of creativity. David defeated the giant Goliath with a big idea and a little rock - the sort of thing small firms do each year. The annual International Davey Awards honors the achievements of the "Creative Davids" who derive their strength from big ideas, rather than stratospheric budgets.

National Addy Awards, Silver Award 2006 Poster, Gold Award 2009 TV, Silver Award 2009 Poster, Gold Award 2010 Poster: With over 60,000 entries annually, the ADDY® Awards are the world's largest and arguably toughest advertising competition. The ADDY® Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants of all levels from anywhere in the world. The American Advertising Federation, a not-for-profit industry association conducts the ADDY® Awards through its 200 member advertising clubs and 15 districts. It is the only creative awards program administered by the advertising industry for the industry.

Southeastern Festivals and Events Association (SFEA) Kaleidoscope Awards Bronze Award for Best Poster, Best Program, 2010: Designed to recognize the marketing, programming and overall event, the SFEA Kaleidoscope Awards acknowledge the highest level of achievement in the festival and event industry throughout the southeast region.

Florida Art Education Association Awards 2008 Community Service Award: The Florida Art Education Association Award strives to recognize individuals within the membership who have achieved the highest level of professionalism in art education and to show appreciation for individuals or organizations that have contributed their services in an exemplary way to the association and to the professional goals we share.



Florida Association of Chamber Professionals (FACP) Awards Best Event 2005, Communications Award 2009: The Florida Association of Chamber Professionals provides chamber of commerce professionals with the information, learning and communications skills to carry out the mission of their chambers. The purpose of the Outstanding Communications Awards is to recognize outstanding achievement in chamber marketing materials.


Marketing & PR

Over **\$400K** in publicity value (just the week of AG)

Over **24.2 billion** combined page views and clicks

Across the following platforms:

- Florida Weekly (online)
- MSN News (online)
- WFLX Fox 29 (TV)
- WFTL-AM (Radio)
- WPBF (TV)
- WPEC CBS12 (TV)
- WPTV NBC5 (TV)
- Yahoo (online)
- Palm Beach Post (newspaper and online)
- Legends Radio
- Hubbard Radio
- Sunshine Magazine
- Abacoa & Alton
- Jupiter Magazine

		2023 Media Summary		
	Value	Total Potential Impressions	Clips	Time
Newspapers	\$61,083.00	462,000	16	
Magazines	\$97,601.00	2,833,307	50	
TV	\$239,040.00	2,651,778	101	179 minutes
Online	\$238,227.00	191,778,063	58	
Radio	\$25,600.00	2,179	12	
Totals	\$661,551.00	197,727,327	237	

With media partners throughout Southeastern Florida, ArtiGras reaches a broad audience. Here are just a few examples of our Media Partners:

American Towns
American Vineyard
Magazine
Art & Culture
Art Hive Magazine
Abacoa and Alton
Magazine

Abacoa Community
News
Broward Palm Beach
CBS12
Channed 8 Eyewitness
News
CW34
Coffee News

Dinestyle.us
Evensi
Eventful
Event Crazy
Explore Palm Beach
Festival Flyer
Festival Net
Festivals.com

Fest Hund
Find Festival
Florida Weekly
Gordon Fine Arts
Holalatinos Magazine
Islander
Jupiter Spotlight
Jupiter Magazine
Jupiter Ocean Mile
Jupiter West
K-LOVE
Legends Radio
LifeStyles in PBG
Macaroni Kid
Miami Herald
Miami on the Cheap
MSN News
NMAAF

NorthWestGeorgiaNews
.com
One Page News
Palm Beacher
PBG Lifestyle Magazine
Palm Beach Daily News
Palm Beach Illustrated
Palm Beach Moms
Patch
Pbpost.com
Press Release Engine
Seabreeze Publications
Skiddle
Soundplate
Southern Exposure
South Florida
Weekender
SunSentinel
TCPALM

The Atlantic Current
The Heights of Jupiter
The Palm Beach Post
The Palm Beaches
The Rickie Report
The South Florida CW
Travel Guide to Florida
TravelHost Palm Beach
What & When & Where
Worth Avenue
WFLX
WPBF
WPEC
WPTV
WPEC
WRMF
X102.3 Radio
Yahoo Finance
Yahoo News

Previous Marketing Highlights

- 32 Feature stories run throughout 6 newspapers in two counties
- 56 event listings run through 8 newspapers in three counties
- 501 live promotional announcements from 9 radio stations in Palm Beach County
- Exclusive live coverage from WPBF Channel 25 both pre-event and during the festival weekend



Quick Breakdown of Sponsor Benefits

Check the following pages for further information!

Sponsor Deadline (Agreement + Payment): Thursday, December 21, 2023

	Presenting	Title	Presidential	Platinum	Blue	Red
Cost	\$30,000	\$5-10K	\$3,850	\$2,500	\$1,500	\$750
Logo on all promotional materials	X	N/A	N/A	N/A	N/A	N/A
Program Ad	X	N/A	N/A	N/A	N/A	N/A
Fence Banners	4	3-4	N/A	N/A	N/A	N/A
Booth space	20' x 20' tent with 4 sidewalls	10' x 10' tent with 4 sidewalls	10' x 10' tent with 4 sidewalls	N/A	N/A	N/A
Ad in Program	Full page	N/A	N/A	Half page	Half page	N/A
Tickets	400	30-50	25	22	15	8
Hospitality	60	16-20	8	12	8	2
Kickoff Party	20	4-6	2	2	2	2
Logo on Web	X	X	X	If signed & paid before 10/31/23	If signed & paid before 10/31/23	If signed & paid before 10/31/23
Logo in Event Program	X	X	X	Name only	Name only	Name only
Logo in PB Post Insert	X	X	X	Name only	Name only	Name only
Logo on Sponsor Billboard	X	X	X	Name only	Name only	Name only
Logo in eblasts	X	X	X	If signed & paid before 10/31/23	If signed & paid before 10/31/23	If signed & paid before 10/31/23

The following are sponsorship opportunities:

Presenting Sponsor | \$30,000 *PENDING CONTRACT*

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

1. Tickets and Hospitality. Hospitality / Entertainment benefits for distribution to key customers, clients and employees as outlined below:
 - a. 340 One-Day Entry Tickets to ArtiGras (*value \$6,800*)
 - b. 60 passes to Downtown Palm Beach Gardens VIP Hospitality, 30 per day, provides complimentary lunch and beverages (includes One-Day Entry) (*value \$9,000*)
 - c. 20 passes to the ArtiGras Kick Off Party, presented by HBK CPA's & Consultants, presented by HBK CPA's & Consultants, showcasing the commemorative poster unveiling and cocktail party (*Hold Thursday, January, 25, 2024 from 6-9 p.m.*) (*value \$2,000*)
 - d. 2 passes to the VIP Parking area onsite at ArtiGras (*value \$100*)
2. Internet Site. Your name and logo will be included on the ArtiGras internet site from now through August 2024. A hyperlink can be included to your web site (if web address is provided to ArtiGras staff). (*value \$1,200*)
3. Full Promotional Rights. Your company name and logo will be included on the following ArtiGras print collateral:
 - a. All digital and print promotional items
 - b. Full page ad in the Official Event Program (DUE January 5, 2024, to Chamber Staff) (*value \$1,200*)
 - c. Speaking opportunity at various media interviews held throughout the year promoting the event (*value minimum \$1,000*)
 - d. Full page ad in Palm Beach Post Insert, late January '24 (agreement must be signed AND paid by 12/21/2023) (*value \$3,000*)
 - e. Exclusive sponsor logo or name (depending on design of 2024 Commemorative Poster) on Commemorative Poster (*value \$10,000*)
 - f. Logo on sponsor recognition billboard posted prominently at the event site both days (*value \$2,000*)
 - g. Logo exclusivity on front of all digital tickets (*value \$1,000*)
 - h. Pre-event e-blast, 5,700 ArtiGras patrons (*value \$350*)
 - i. Post-event "Thank You" e-blast 5,700 ArtiGras patrons (*value \$350*)
 - j. Promotional rack card (distributed in visitors centers, rental car agencies and hotels for 45 days prior to the event)
4. Extensive On-Site Presence. Sponsor will have access to ArtiGras patrons through the following opportunities:
 - a. 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)

- b. 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 (2/3/2024). Placement to be determined by ArtiGras staff. (value \$3,000)
 - c. Opportunity to provide sponsor flags to be placed at each gate (value \$3,000)
 - d. Sponsor logo included on all volunteer t-shirts, up to 800 (value \$4,000)
 - e. Recognition throughout the day (four times per day) from Main Festival Stage
5. 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
 - b. 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 - \$10,000

This sponsorship gives title rights to individual components of the Festival. Every Title Sponsor is given the opportunity for a booth and their area named after their company (this can be seen on the Festival Map, for example). Only one is available for each of the following areas:



Chef Showcase - \$10,000: "The ArtiGras Culinary Arts Studio." This newer venue incorporates the creativity of Culinary Arts through live food demonstrations and tastings. This is the main food & beverage hub of the Festival in between the bands who play through the day over at Main Stage. *Includes a double booth at \$10,000 price point.*

Rest & Relaxation Areas - \$10,000: Multiple open-air areas featuring plenty of spaced seating to recharge after perusing all of the fine artists. There are four locations with this sponsorship throughout the Festival: one around each Gate (three gates) along with another at a central intersection. Sponsor will have signage entering the R&R Area and will also be listed on the map! *Includes a double booth at \$10,000 price point.*



Gates Sponsor - \$10,000: NEW IN 2023 ArtiGras has three entry points at the Blue, Orange and Red Gates. Two of the three gates allow for our transportation/shuttle to drop off patrons throughout the day. This sponsorship allows for signage at all three gates. *Includes a double booth at \$10,000 price point.*

Volunteers - \$5,000: Volunteer headquarters, home to the 800 – 1,000 volunteers throughout both days including logo rights on all volunteer uniform t-shirts.



Re-CHARGE Partner - \$7,500: NEW IN 2023 An area featuring charging stations for all types of devices. Each station provides room for phones, tablets, or other devices to power and juice up for patrons' mobile devices.



Artist Demo Studio - \$7,500 This pavilion is a great spot to relax and learn how artists make their craft. Various artists from different mediums from the festival will conduct demonstrations on how their art is made. Sponsor will have signage entering the Artist Demo Studio and will also be listed on the map! There are multiple opportunities through the 2-day

Festival where the Sponsor can be present and speak for a few minutes before the demonstration begins.

Our Official Health & Safety - \$7,500: Show off your company's care for the community by being ArtiGras' s official Health & Safety partner. Company logo will be included on all Health & Safety signage on trolleys, gates and throughout festival grounds. *Includes a double booth at \$10,000 price point.*

Ticket Booth Partner - \$7,500: Have your company be advertised right on the back of the tickets! Digital is the way to go—most tickets are sold online. Place a special offer to draw potential clients into your business. Tickets are both digital and physical, so this sponsorship would allow the opportunity to be included on the digital **as well as** the printed tickets. Sponsor also will be listed on every Ticket Booth (3 gates: 3 Ticket Booths) along with on the map! **Print deadline is Tuesday, October 31st.**



Official Ride Safety Partner - \$5,000: Your company could be known as the company who wants everyone to get there and get home safely! The ArtiGras team will offer a safe place for patrons for pickup + drop off location for ride sharing services. Your logo will be prominently placed on all directional signage.

Artist Oasis - \$5,000: Home to all of the fine artists participating in ArtiGras to rest, have snacks, water and coffee. This sponsorship allows our artists to be fed well and gain some very well-deserved area to "re-charge." Sponsor will have signage entering the Artist Oasis and will also be listed on the map!

Artist Awards - \$5,000: **NEW IN 2023** Be front and center with the awards ceremony, which takes place Sunday morning of ArtiGras. With a total of 13 awards and \$15,000 in prize money, the face of your company will be included in each artist award picture.



Sunday Brunch | \$5,000: Ticketed area in the VIP/Hospitality area that provides each attendee with a complimentary Sunday brunch showcase with food and beverage on Sunday before the Festival opens. Sponsor is able to speak to ticketed attendees and kickoff the special Sunday Brunch event!

Art Wall - \$5,000: 60-foot chalkboard wall in ArtiKids Zone for youth to draw with chalk at festival. Art Wall will include logo of sponsor.



Official ArtiGras App, thanks to The Palm Beaches - \$10,000 *PENDING CONTRACT RENEWAL*: NEW IN 2023 As the Official App Sponsor, your company will be prominently featured on the digital app downloadable onto any phone with details of all aspects of the Fine Arts Festival. *Includes a double booth at \$10,000 price point.*

Cultural Council for Palm Beach County Emerging Artists - \$5,000 *PENDING CONTRACT RENEWAL*: Featuring 10 fabulous local artists from the Palm Beach County area who are exhibiting in an outdoor art festival for the first time. These artists have been through a vigorous training program with ArtiGras event staff and other artist experts over six months leading up to the event. Patrons will be able to enjoy and purchase art that has been created in their "own backyard."

Kick Off Party, hosted by HBK CPAs & Consultants - \$5,000 *PENDING CONTRACT RENEWAL*: Annual cocktail party and Poster unveiling for VIP's, Patron Society Members, Artists and sponsors. *Tentatively held on Thursday, January 25, 2024.*

Solid Waste Authority Recycle Right - \$7,500 *PENDING CONTRACT RENEWAL*: This reminds patrons to remember to recycle items correctly and allows the Festival to continue its sustainable efforts.



Unlimited Auto Wash Information Booth - \$5,000 *PENDING CONTRACT RENEWAL*: The information booth keeps patrons informed or where to go, what to do and who to see.

Kids Under 12 are FREE, Thanks to Arcadia Gardens - \$5,000 *PENDING CONTRACT RENEWAL*: Kids Under 12 get in for free, courtesy of sponsor, used in all ticket sales promotions. Each child admitted will receive a sticker with sponsor logo.

Downtown Palm Beach Gardens VIP Hospitality | \$5,000 *PENDING CONTRACT RENEWAL*: Ticketed area for VIPs with complimentary food, beverage and entertainment throughout the weekend.

The Gardens Mall Main Stage - \$7,500 *SOLD*: Includes signage at main stage area which is at





stage.

the center of the festival and provides on-going musical entertainment during the event.

Hanley Foundation Hanley Foundation Youth Art Competition - \$10,000 *SOLD*: K-12 Hanley Foundation Youth Art competition featuring 100 schools in Palm Beach County. Winners are displayed during and after the event. There is an awards ceremony that the Sponsor can be present for and speak for a few minutes on

FPL Comfort Zone - \$10,000 *SOLD*: Comfort Zone features plenty of spaced seating to rest in between viewing all of the fabulous artwork. There are two locations in this sponsorship on the grass field.



Automobile Sponsor - Hgreg.com - \$7,500

***SOLD*:** Nothing like having a prime location in front of 40,000+ consumers for your two (2) top-of-the line vehicles. In addition, option to have another vehicle in VIP/Hospitality. *Includes a double booth at \$7,500 price point.*



Amazon ArtiKids Zone - \$10,000 *SOLD*: This section is dedicated specifically to young artists who are invited to participate in a wide selection of interactive art activities made from recycled materials. In addition, kids can pick a square on the Art Wall or create "ArtiTown" out of recycled boxes while enjoying live entertainment on the "kids only" stage! This area also includes the display of the annual Hanley Foundation Hanley Foundation Youth Art Competition. *Includes a double booth at \$10,000 price point.*



Benefits of Title Sponsor

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

<u>Title Cost</u>	<u>Day Admission</u>	<u>VIP Hospitality</u>	<u>Kick-Off Party</u>	<u>Credentials</u>
\$5,000	14 one-day tickets	16, 8 per day	4 passes	4 for staff

	(value \$280)	(value \$2,400)	(value \$400)	(value \$60)
\$7,500	30 one-day tickets (value \$600)	20, 10 per day (value \$3,000)	4 passes (value \$400)	4 for staff (value \$60)
\$10,000	30 one-day tickets (value \$600)	20, 10 per day (value \$3,000)	6 passes (value \$600)	8 for staff (value \$120)

- a. 14 / 30 One-Day Entry Tickets to ArtiGras (value \$280 / \$600)
 - b. 16 / 20 passes to Downtown Palm Beach Gardens VIP Hospitality, 8 / 10 per day Saturday and Sunday, provides complimentary lunch and beverages (includes One-Day Entry (value \$1,400 / \$2,000)
 - c. 4 / 6 passes to the ArtiGras Kick Off Party, presented by HBK CPA's & Consultants, presented by HBK CPA's & Consultants, showcasing the commemorative poster unveiling and cocktail party (Hold Thursday, January 25, 2024, from 6-9 p.m.) (value \$400 / \$600)
 - d. 4 / 8 credentials for staff working (value \$60 / \$120)
2. **Internet Site.** Your logo will be included on the ArtiGras internet site through August 2024. A hyperlink can be included to your web site (if web address is provided to ArtiGras staff). (value \$1,200)
3. **Full Promotional Rights.** Your Company logo will be included on the following ArtiGras print collateral:
 - a. Official Event Program (agreement must be signed AND paid by 12/21/2023) (value \$1,200)
 - b. Company logo included in Palm Beach Post Insert, late January '24 (agreement must be signed AND paid by 12/21/2023) (value \$325)
 - i. For \$7,500+ Title Sponsors: Half page ad in Palm Beach Post Insert, late January '24 (agreement must be signed AND paid by 12/21/2023) (value \$3,000) Pending contract renewal with the Post.
 - c. Sponsor Recognition billboard posted prominently at the event site both days (agreement must be signed AND paid by 12/21/2023) (value \$2,000)
 - d. Pre-event e-blast, 5,700 ArtiGras patrons (value \$350)
 - e. Post-event "Thank You" e-blast 5,700 ArtiGras patrons (value \$350)
4. **Extensive On-Site Presence.** Sponsor will have access to patrons through the following opportunities:
 - a. 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)
 - i. Sponsor must tell ArtiGras Sponsor Staff if booth will be utilized by December 21, 2023, and provide a COI (Certificate of Insurance)

- b. Placement of up to three (3) sponsor designed/logoed fence banners no larger than 10' x 4' ft (128" x 48" in) throughout festival grounds. Fence banners must have grommets on a minimum of all 4 corners and must be delivered to ArtiGras staff at the Palm Beach North Chamber of Commerce Office at a minimum of 2 weeks before the event takes place (2/2/2024). Placement to be determined by ArtiGras staff. *(value \$1,500)*

<u>Title Cost</u>	<u>Onsite Booth Space</u>	<u>Onsite Tent Size</u>	<u>Table & Chairs</u>	<u>Fence Banners</u>
\$5,000	12' x 12' space <i>(value \$3,000)</i>	10' x 10' tent <i>(value \$3,000)</i>	1 table, 2 chairs	Three (3)
\$7,500	12' x 12' space <i>(value \$3,000)</i>	10' x 10' tent <i>(value \$3,000)</i>	1 table, 2 chairs	Four (4)
\$10,000	20' x 20' space <i>(value \$5,000)</i>	20' x 10' tent <i>(value \$5,000)</i>	2 table, 4 chairs	Four (4)

5. ***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 (if applicable). *(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)*
6. ***Post event items.*** Sponsor will receive the following items within 60-90 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.
 - \$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)*



GET READY FOR ARTIGRAS ISLAND!

ArtiGras Fine Arts Festival presented by the Hanley Foundation is right around the corner at North County District Park this President's Day Weekend in Palm Beach Gardens.

By Charlotte James



What You Need to Know about the 38th Annual ArtGras Fine Arts Festival

Celebrating 38 years, ArtGras Fine Arts Festival has grown from a small, local art show to a nationally recognized fine arts festival attracting tens of thousands of art lovers and collectors. ArtGras Island will be held President's Day Weekend, February 18-19, 2023 in Palm Beach Gardens, Florida. Produced by the Palm Beach North Chamber of Commerce and presented by Hanley Foundation, ArtGras was recently named one of the top 70 fine art festivals in the country and showcases a juried exhibition of gallery-quality art from 300 artists.

1 and 2-day advance tickets are on sale now at ArtGras.org! Kids 12 and under FREE thanks to Arcadia Gardens!

Getting to ArtGras Island

This year ArtGras has made a huge effort to make parking and transportation to the festival as seamless as possible! Our parking options for this year are:

Paid parking on-site at Gardens North District Park.

FREE Parking available with shuttle busses to the event site at the field next to Ballen Isles Country Club and Mirasol Park.

Handicapped parking available at Timber Trace Elementary.

Ride share drop off/pickup and paid parking available at Duncan Middle School.



NEW! Chef Showcase

The art of food is back this year! Our new and exciting ArtGras Culinary Arts Studio will showcase the creativity of cooking through live food demonstrations and tastings.

JUPITER'S BEST KEPT SECRET!
THE **MEDI SPA**
AT THE SAJTC

- FACIAL FILLER TREATMENT
- REVANESSE... LIPS & VERSA
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Presidential Sponsor | \$3,850 or \$6,850 (double booth/premium location)

LIMITED SPACE AVAILABLE

- ***Tickets and Hospitality.*** Hospitality / Entertainment benefits for distribution to key customers, clients and employees as outlined below:
 - a. 10 one-day tickets to ArtiGras (*value \$200*)
 - b. 8 passes to Downtown Palm Beach Gardens VIP Hospitality, 4 per day Saturday and Sunday, provides complimentary lunch and beverages (*value \$1,800*)
 - c. 2 passes to the ArtiGras Kick Off Party, presented by HBK CPA's & Consultants, presented by HBK CPA's & Consultants, showcasing the commemorative poster unveiling and cocktail party (*Tentatively held on last Thursday in January 2024; you may place a HOLD on calendar for Thursday, January 25, 2024, from 6-8 p.m.) (value \$200)*)
 - d. 4 credentials for staff working (*value \$60*)
- ***Internet Site.*** Your logo will be included on the ArtiGras internet site through August 2024. 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:
 - a. Official Event program (agreement must be signed AND paid by 12/21/2023) (*value \$1,200*)
 - b. Company logo included in Palm Beach Post Insert, late January '24 (agreement must be signed AND paid by 12/21/2023) (*value \$325*)
 - c. Sponsor Recognition billboard posted prominently at the event site both days (agreement must be signed AND paid by 12/21/2023) (*value \$2,000*)
 - d. 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:

- a. 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)
 - a. Sponsor must tell ArtiGras Sponsor Staff if booth will be utilized by December 21, 2023, and provide a COI (Certificate of Insurance)
- *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.



Why Sponsor?

Sponsorship of the ArtiGras Fine Arts Festival, Presented by Tampa General Hospital, is a highly effective way to achieve marketing goals and truly embrace community engagement for your business or organization! According to the International Events Group, Inc.

(IEG), **festivals have a higher audience loyalty than NASCAR or cause marketing.** A recent IEG survey shows that 78% of companies agree that participating in **festivals has a measurable impact on consumer sales** and they provide the most conducive environment for experiential sampling.

ArtiGras sponsors have a 92% return rate and use the event to meet the following goals:

- Positive PR / Media Exposure
- Direct Sales
- Indirect Sales
- Gross Impressions
- Support the Community
- Promote a specific campaign/product
- Sampling



- Increase Traffic
- Entertaining Clients & Customers
- Branding



ArtiGras Fine Arts Festival, Presented by Tampa General Hospital, offers a wide range of sponsorship opportunities to meet any company's marketing goals through customized programs including advanced advertising, on-site branding and marketing, extensive

promotional exposure and hospitality benefits to entertain clients and key stakeholders. **Sponsorships start at just \$750!**

"BRAVO to the team who put this together. We are so happy with the exposure that our organization received. The entire event staff was very helpful and on top of everything and a pleasure to work with."

"Fabulous traffic, exposure, activities, weather, and staff. We absolutely enjoyed the event in every aspect. We have already seen the



results in future sales from the prospects received. The exposure was priceless and we can reap the benefits for quite a long time - that was the goal!"

"I love the event's quality, the quality demographics, the happy volunteers and helpful staff."

Sponsorship Benefits

As a sponsor of the ArtiGras Fine Arts Festival, Presented by Tampa General Hospital, your company will be provided with an extensive list of benefits designed to serve as a platform to achieve your marketing and communications objectives. An overview of the rights you can receive is outlined below and other activation and promotional ideas can be developed from this list.

Tickets and Hospitality. Hospitality / Entertainment benefits for distribution to key customers, clients and employees.

Internet Site. Name, logo and hotlink inclusion on the ArtiGras website (artigras.org). The average number of hits to this website is currently 250,000 on an annual basis.

Full Promotional Rights. Company name and/or logo on ArtiGras print materials including:

Event Map	30,000 distribution
Event Program	20,000 distribution + online 30,000+
Event Flyers	10,000 distribution
Event Posters	1,000 distribution
Advance tickets	40,000 distribution through consignment

locations

Sponsor Recognition Billboard
ArtiGras E-newsletters to 5,000+ patron emails

Extensive On-Site Presence. Sponsor will have access to over 25,000 anticipated patrons through the following opportunities

Corporate display area with tent, table and chairs provided
Signage at event in high traffic area
Sampling opportunities to 40,000+ attendees
Audio recognition on main stage during event

Guaranteed media coverage Four to six weeks of pre-event corporate/logo exposure

Complete Market Radio Promotion
Extensive Television Promotion
Total Market Newspaper / Print Coverage
Website Promotion and Hyperlink
Inclusion in Press Releases/Advisories & Fact Sheet

ArtiGras

Fine Arts Festival

Festival Map

- | | |
|--|---|
| Hanley Foundation
Presenting Sponsor | Amazon
ArtiKids Zone |
| Jupiter Medical Center
Entrance Gates | Children's Art
Classes Art Wall |
| Ticket Booth | Baptist Health
Youth Art Competition |
| Unlimited Auto Wash
Information Booth | Playground |
| Tampa General Hospital
Health & Safety Tent | Hubbard Radio
Merchandise & Concessions Oasis |
| Restrooms | Refreshments |
| ATM | Food & Snacks |
| FPL
Comfort Zone | Merchandise |
| Palm Beach North
Rest & Relaxation Area | Artist Demo Studio |
| The Gardens Mall
Main Stage | Palm Beach North
Chef Showcase Pavilion |
| Downtown Palm Beach
Gardens VIP Hospitality | Fat Apple Frames
Official Poster Framers |
| Cultural Council
for Palm Beach County
Emerging Artists | Art Pick-Up |
| Artist Booths 100's | HGreg.com
Automobile |
| Artist Booths 200's | Bus One Shuttle
Stop to Parking |
| Artist Booths 300's | Artist Oasis |
| Artist Booths 400's/500's | Palm Beach Post
LOCALiQ
Volunteer Oasis |
| Sponsor Booths | |

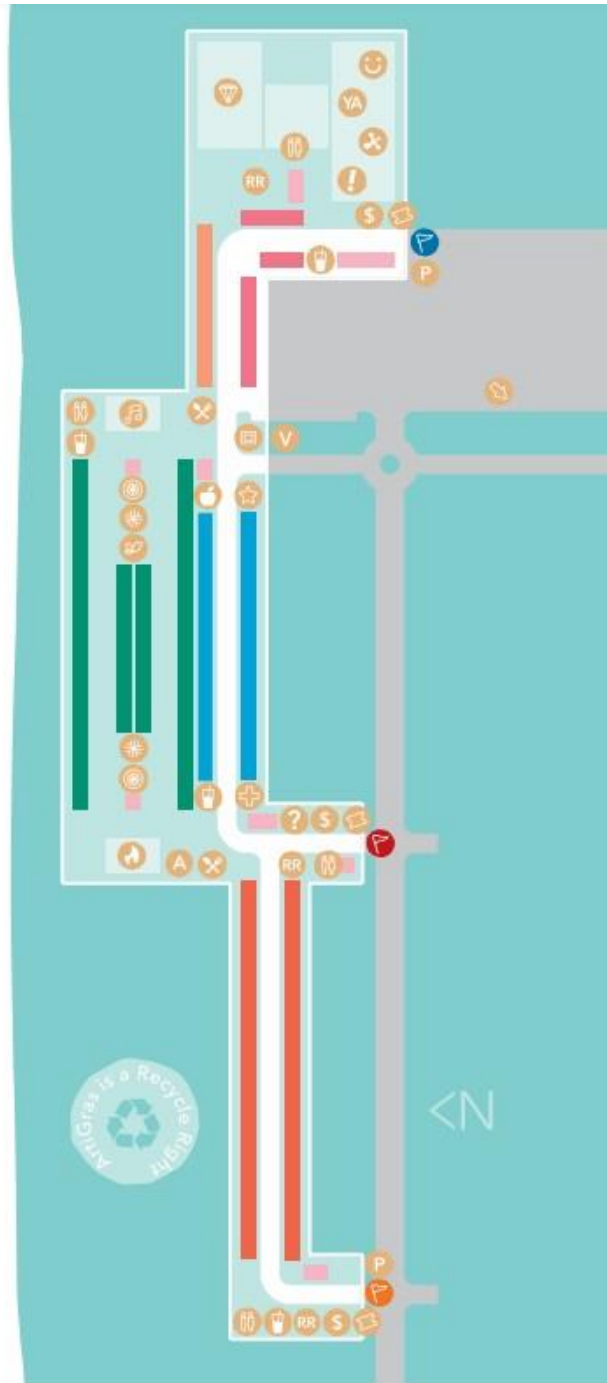
Presented by



Produced by



Hosted by



Contact Brittany Cartwright at Brittany@pbnchamber.com for more information.
Updated as of 9/7/2023 11:25 AM

ArtiGras

Fine Arts Festival



Contact Brittany Cartwright at Brittany@pbnchamber.com for more information.
Updated as of 9/7/2023 11:25 AM



ADDITIONAL ARTIGRAS SPONSORSHIP OPPORTUNITIES

Platinum Sponsor | \$2,500

- 10 One-Day Entry Tickets to ArtiGras (value \$200)
- 12 passes to Downtown Palm Beach Gardens VIP Hospitality area, 6 per day (Saturday and Sunday), provides complimentary lunch and beverages (includes One-Day Entry)) - lunch and beverages included (value \$1,800)
- 2 tickets to Kick Off Party (Hold Thursday, January 25, 2024, from 6-9 p.m.) (value \$200)
- Half page ad in Official Festival Program (DUE to Charlotte@PBNchamber.com by January 5, 2024) (value \$600)
- Company name listed on ArtiGras Website and Official Event Program agreement must be signed AND paid by 12/21/2023) (value \$600)
 - Company logo and linked website could also be included if agreement is signed and paid by September 30, 2023)
- Company name listed in Palm Beach Post Insert, late January '24 (agreement must be signed AND paid by 12/21/2023) (value \$325)

Blue Sponsor | \$1,500

- 6 One-Day Entry Tickets to ArtiGras (value \$120)
- 8 passes to Downtown Palm Beach Gardens VIP Hospitality area, 4 per day (Saturday and Sunday), provides complimentary lunch and beverages (includes One-Day Entry)) - lunch and beverages included (value \$1,200)
- 2 tickets to Kick Off Party (Hold Thursday, January 25, 2024, from 6-9 p.m.) (value \$200)
- Half page ad in Official Festival Program (DUE to Charlotte@PBNchamber.com by January 5, 2024) (value \$600)
- Company name listed on ArtiGras Website and Official Event Program agreement must be signed AND paid by 12/21/2023) (value \$600)
 - Company logo and linked website could also be included if agreement is signed and paid by September 30, 2023)
- Company name listed in Palm Beach Post Insert, late January '24 (agreement must be signed AND paid by 12/21/2023) (value \$325)

Red Sponsor | \$750

- 6 One-Day Entry Tickets to ArtiGras (value \$120)
- 4 passes to Downtown Palm Beach Gardens VIP Hospitality area, 2 per day (Saturday and Sunday), provides complimentary lunch and beverages (includes One-Day Entry)) - lunch and beverages included (value \$600)
- Company name listed on ArtiGras Website and Official Event Program agreement must be signed AND paid by 12/21/2023) (value \$600)
 - Company logo and linked website could also be included if agreement is signed and paid by September 30, 2023)
- Company name listed in Palm Beach Post Insert, late January '24 (agreement must be signed AND paid by 12/21/2023) (value \$325)

Contact Brittany Cartwright at Brittany@pbnchamber.com for more information.

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ArtiGras

Fine Arts Festival



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[Artist Application](#)

Platinum Sponsors



Jupiter Medical Center

Bus One

Cultural Council for
Palm Beach County

John C. Bills Properties
Inc.



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