

SPONSORSHIP OPPORTUNITIES



Katherine Kaya

25TH ANNIVERSARY FLORIDA CRAFTART FESTIVAL

NOVEMBER 19 AND 20, 2022



Located just outside the doors of the Florida CraftArt Gallery along Central Avenue in downtown St. Petersburg, the Florida CraftArt Festival 2022 is a destination for tourists and local visitors to enjoy an artful Florida weekend.

More than 100 of the nation's best contemporary fine craft artists show and sell their creations. There will be artists' demonstrations, a children's activity tent, food trucks, wine and craft beer.



The two-day festival kicks off the Holiday shopping season and features handmade works in ceramics, fiber, glass, jewelry, metal, paper and mixed media.

501 CENTRAL AVENUE ST. PETERSBURG, FLORIDA 33701

FloridaCraftArt.org

SPONSORSHIP BENEFITS



FCA President Tyler Jones presents Best of Show to The Pottery Bows

IT BENEFITS OUR COMMUNITY

25TH ANNIVERSARY FLORIDA CRAFTART FESTIVAL ■ NOVEMBER 19 AND 20, 2022

YOUR SUPPORT PROVIDES A HIGH-PROFILE VENUE FOR ARTISTS TO SHOW AND SELL THEIR WORK

It also supports Florida CraftArt which is an integral part of the rich tapestry of our arts and culture scene in downtown St. Petersburg. Communities that support the arts are investing in an industry that supports 3,889 local full-time jobs. Please help support our art organization — the arts mean business in Pinellas County!



THE DETAILS

12,000+ local residents and tourists who are affluent and cultured art lovers attend. Produced by Florida CraftArt, the Festival is a two-day contemporary craft festival featuring diverse styles by artists from across the country. Extensive advertising and social media publicize the event.



DATES

SATURDAY NOVEMBER 19

10 a.m. to 5 p.m.

SUNDAY NOVEMBER 20

10 a.m. to 4 p.m.

The weekend before Thanksgiving

SPONSORSHIPS benefit Florida CraftArt and its mission for year-round **free** art programming for exhibitions, education and community outreach and advancement of fine craft artists.

INTERACTIVE FEATURES:

Children's Activity Tent, Artists' Demo Tent, Music, Food Trucks

LOCATION: The crossroads of Central Avenue and 5th Street in the heart of downtown St. Petersburg.

YOUR SUPPORT MAKES A DIFFERENCE



SPONSORSHIP LEVELS

25TH ANNIVERSARY FLORIDA CRAFTART FESTIVAL ■ NOVEMBER 19 AND 20, 2022

	\$10,000 PRESENTING SPONSOR	\$7,500 BEST OF SHOW	\$5,000 DIRECTOR'S AWARD	\$5,000 CHILDREN'S ART ACTIVITIES	\$3,500 AWARDS OF EXCELLENCE	\$2,500 HOSPITALITY TENT + ENTERTAINMENT	\$2,000 DEMONSTRATION TENT	\$2,000 AWARDS OF MERIT	\$1,500 EMERGING ARTISTS PROGRAM
SOLE PRESENTING SPONSOR	■								
FESTIVAL BANNERS AT ENTRANCES	■	■	■	■	■	■	■	■	■
LOGO ON PRINT + WEB ADS	■	■	■	■					
NAME ON PRINT + WEB ADS	■	■			■	■	■	■	
POST CARDS TO 5,000 HOUSEHOLDS	■	■	■	■					
FCA WEBSITE LINK	■	■	■	■	■	■	■	■	■
BRAND SIGNAGE AT EVENT	■	■	■	■					■
SOCIAL MEDIA	■	■	■	■	■	■	■	■	■
NAME ON AWARD RIBBONS	■	■							
NAME ON PRESS RELEASES	■	■	■	■					
OPPORTUNITY TO PRESENT AWARDS	■	■	■		■			■	■
ARTISTS' RECEPTION (2 PEOPLE)	■	■	■	■	■	■	■	■	■
SPEAKING OPPORTUNITY AT ARTISTS' AWARDS	■	■							
PLATFORM TO ENGAGE FESTIVAL ATTENDEES	■	■							

Donations are tax deductible.

To be a Florida CraftArt Festival sponsor or for more information, please contact
Liz Cooper, Director of Advancement, at (727)821-7391 or Liz@FloridaCraftArt.org

Florida CraftArt is a nonprofit organization founded in 1951. Our mission is to grow the statewide creative economy by engaging the community and advancing Florida's fine craft artists and their work. Our 2,500-square-foot gallery showcases more than 250 Florida artists, and our exhibition gallery features curated shows and educational programming. On our second floor is ArtLofts: 19 artists' studios and a meeting room called the Creative Loft, where our permanent collection is displayed.

SPONSORS SUPPORT THE ARTS



IT BENEFITS ARTISTS

25TH ANNIVERSARY CRAFTART FESTIVAL ■ NOVEMBER 19 AND 20, 2022

THE ARTISTS

- \$10,000 in awards and Collectors' Circle Purchase Pledges
- The festival gives artists the opportunity to show and sell their work with **no commission** given to Florida CraftArt
- More than 110 nationally known artists, plus emerging artists participate



2021 Awards

EMERGING ARTIST PROGRAM

Artists who have never had a major show or participated in an outdoor festival can apply to participate in the festival as an Emerging Artist.

They receive the following benefits:

- 10' x 10' tent, table, chairs
- Pro photography session
- Business mentoring by renowned glass artist Duncan McClellan
- 400 Postcards of their art
- Stipend for meals
- Judged by the show juror for an Emerging Artist ribbon
- The ultimate benefit to the artists is to be able to professionally present their work to collectors, as well as visitors, and sell their work in a premier setting.



ARTIST SUCCESS STORY

After participating in the 2020 Florida CraftArt Festival, Tyler Quintin has made great strides. Most recently, he won Best of Show at the Temple Beth El show. As a long-term Artist in Residence at the Morean Center for Clay, he has been exhibited in numerous national and international exhibitions. Tyler was a presenter for the international online ceramics conference, The Ceramics Congress. His work is featured in the permanent collections of the Mulvane Art Museum (Topeka, KS) and the San Angelo Museum of Art, and was recently published in *Ceramics Monthly* Magazine.

