

# OUTDOOR ART SHOWS

BECOME A SPONSOR



NAPLES  
ART



[NaplesArt.org](http://NaplesArt.org)

#NaplesArt #NaplesFl #WhereIsArt



# Outdoor Shows Sponsorship Benefits

Differentiate your brand by supporting and investing in Naples Art's three major outdoor art shows. Naples Art is a 501 (c) 3 community art center and offers the option to customize art show sponsorships, including the opportunity to

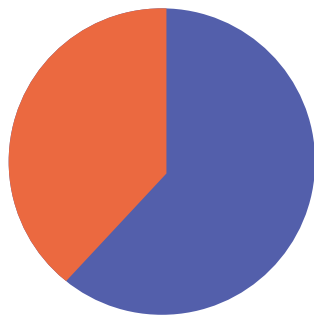
- Enhance your public profile
- Build brand awareness and recognition
- Differentiate your business from competitors
- Develop closer relationships with customers
- Reach a target audience
- Increase exposure to services and products

## OUTDOOR SHOWS BY THE NUMBERS

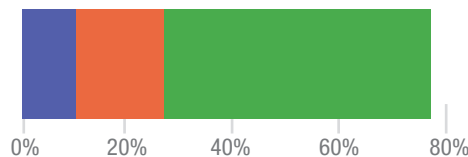
70,000  
VISITORS

300  
VOLUNTEERS

700  
ARTISTS



■ Collier County Residents  
■ Nonresidents



■ Ages 45 to 54  
■ Ages 55 to 64  
■ Ages 65 and Older

Average Income:

**39.4%**  
\$120,000 or More

**15.2%**  
\$100,000 to \$119,000

### Naples New Year's Art Show

Sunshine Artist  
magazine's 100 Best  
Fine Art & Design Shows



January 8 & 9, 2022  
10:00 a.m. to 5:00 p.m.  
5th Avenue South, Naples  
FREE with donations  
appreciated

### Naples National Art Show

Sunshine Artist magazine's  
100 Best Classic &  
Contemporary Art Shows



February 19 & 20, 2022  
10:00 a.m. to 5:00 p.m.  
Cambier Park & 8th Street  
South, Naples  
FREE with donations  
appreciated

### Naples Downtown Art Show

Sunshine Artist  
magazine's 100 Best  
Fine Art & Design Shows



March 19 & 20, 2022  
10:00 a.m. to 5:00 p.m.  
5th Avenue South, Naples  
FREE with donations  
appreciated

# Sponsorship Opportunities

## **PRESENTING SPONSOR: (\$10,000)**

**Recognition and Visibility: (Value - \$15,000)**

- Industry exclusivity
- Google ad featuring your company's sponsorship
- Social media shout outs
- Recognition on all event-related marketing and promotional collateral
- Banner and first tier flag artist map placement
- On-site 10 x 10 tent with product placement in a prominent, agreed upon location
- Recognition on Naples Art's website and link to your company website
- Title banner ad on art show app including sponsor page and event site location on map
- Coupon for product related items on app

## **SUPPORTER SPONSOR: (\$5,000)**

**Recognition and Visibility: (Value - \$7000)**

- Recognition on all event-related marketing and promotional collateral
- Social media shout outs
- Second tier sponsor logo placement on artist map
- On-site 10 x 10 tent in a prominent, agreed upon location
- Product placement during the show in a prominent, agreed upon location
- Sponsor recognition on website and link to company website
- Recognition on Naples Art's Art Show App with sponsor page and event site location on map
- Banner ad and product related coupon on app

## **RECOGNITION SPONSOR: (\$3,000)**

**Recognition and Visibility: (Value - \$4,000)**

- Recognition on all event-related marketing
- On-site 10 x 10 booth space to promote your business
- Product placement during the show in an agreed upon location
- Logo on Naples Art's website and link to your website
- Recognition on art show app with sponsor page and event site location on map
- Product related coupon on app



## ART SHOW SPONSOR: (\$1,500)

- Assigned product placement by outdoor shows manager
- On-site 10 x 10 tent with table and two chairs
- Art show location on app map

## FOOD VENDOR: Booth or Truck (\$600)

- Assigned product placement by outdoor shows manager
- Art show location on app map

## FOOD VENDOR: Cart (\$300)

- Assigned product placement by outdoor shows manager
- Art show location on app map

## BANNER AD: (\$100)

## COUPON ON ART SHOW APP: (\$50)

*\*Art show app goes live three weeks prior to event*

*Outdoor art shows are hosted by Naples Art, a 65-year-old, 501 (c) 3, community art center.*

# QUESTIONS?

Call or email Maureen Roberts at 239.262.6517 x103 or [Maureen.Roberts@naplesart.org](mailto:Maureen.Roberts@naplesart.org).

### YES, I WILL BE A SPONSOR!

- Naples New Year's Art Show, January 8 & 9, 2022
- Naples National Art Show, February 19 & 20, 2022
- Naples Downtown Art Show, March 19 & 20, 2022

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

#### Check box for sponsorship level:

- |                                      |                                       |                                    |
|--------------------------------------|---------------------------------------|------------------------------------|
| <input type="checkbox"/> Presenting  | <input type="checkbox"/> Art Show     | <input type="checkbox"/> Banner Ad |
| <input type="checkbox"/> Supporting  | <input type="checkbox"/> Booth Vendor | <input type="checkbox"/> Coupon    |
| <input type="checkbox"/> Recognition | <input type="checkbox"/> Cart Vendor  |                                    |

#### Payment: Check made payable to the Naples Art Association

Credit Card Information: Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Arts and culture is a \$107 Million economic driver in Collier County as reported by Americans for the Arts – Arts and Economic Prosperity 5.