



mattie kelly arts foundation

SPONSORSHIP OPPORTUNITIES



A CELEBRATION OF ART, MUSIC, FOOD & FUN!

2021

26TH ANNUAL

OCTOBER

30TH & 31ST

SATURDAY

9 AM - 5 PM

SUNDAY

10 AM - 4 PM

DESTIN, FL

4323 COMMONS
DRIVE WEST

FREE

ADMISSION

90+

ARTISTS

ACRYLICS,
POTTERY,
JEWELRY,
& MORE!

6+

FOOD TRUCKS
+ BEER & WINE

+ MUSIC

OF ALL GENRES

MKAF.ORG

PRESENTED BY:

 **SOUTH WALTON**  **J. LEON**
FLORIDA GALLERY + STUDIO



2021 Mattie Kelly Arts Foundation Festival of the Arts SPONSORSHIP OPPORTUNITIES

Your generous sponsorships enable Mattie Kelly Arts Foundation to offer FREE admission to ALL patrons for the 2021 festival as well as supports the organization's ArtsReach educational and community engagement initiatives.

Anticipated attendance: 8,000 – 10,000 patrons



PAINTING THE PICTURE

ArtsReach is a creatively curated array of performing and visual arts inspiring K-12 students, children and adults with special needs, and the military community along the Emerald Coast. Teaming up with community partners, ArtsReach produces dynamic learning opportunities through the arts.

- ARTS EMPOWER
- ARTS FOR ALL ABILITIES
- WARRIOR ARTS
- “NATURE ROCKS!”
- PAINT THE MUSIC

MKAF.org/ArtsReach



SOLD



J. LEON
GALLERY + STUDIO



SOLD - Presenting Sponsor - \$10,000:

The Festival of the Arts (FOA) presenting sponsor will receive the highest level of recognition and brand exposure to our attendees and through all of the pre- and post-event media campaigns. This is a category and industry exclusive sponsorship.

The event will be promoted as "XYZ Company Presents Festival of the Arts 2021". Your logo will be included on all marketing and media materials, including eblasts, press releases, on site signage, etc. In addition, a link to your company website will be included on the MKAF website.

Presenting Sponsor will also receive:

- Exclusive event sponsor category
- Premier logo placement on the event e-blasts, website, event signage, and Facebook page
- Opportunity to provide marketing materials & promotional items at event
- Full page ad in the FOA program with prime placement (\$950 Value) and inserted in to 76,500 Life Publications mailed to households throughout Northwest Florida
- Full page ad in the digital guide with direct link to your company url
- Four (4) Paid social media posts across MKAF's online social media platforms



Questions? Contact:
Demetrius Fuller
850-218-3338
dfuller@mkaf.org



Kids Corner & Imagination Machine (Art Bus) - \$5,000:

Help expand children's artistic and cultural horizon so that they can participate in a variety of interactive and fun art projects while on site at the festival. This sponsorship will help to cover the costs of the Imagination Machine, a retrofitted school bus, complete with art supplies and instructors! Face painters, poetry stations and other whimsical items will be on site for the kiddos too!

Kids Corner & Imagination Machine Sponsor will also receive:

- Exclusive event sponsor category
- Premier logo placement on the event e-blasts, website, event signage, and Facebook page
- Opportunity to provide marketing materials & promotional items at the event
- Full page ad in the FOA Event program with prime placement (\$950 Value) and inserted in to 76,500 Life Publications mailed to households throughout Northwest Florida
- Full page ad in the digital guide with direct link to your company url
- Three (3) Paid social media posts across MKAF's online social media platforms

Beer & Wine Garden Sponsor - \$3,000:

Your company will be the presenting sponsor for the Beer & Wine Garden during the festival. Your sponsorship will help MKAF underwrite the cost of product to sell to patrons during the event.

Bar Sponsor will also receive:

- Exclusive event sponsor category
- Premier logo placement on the event e-blasts, website, event signage, and Facebook page
- Opportunity to provide marketing materials & promotional items at the Beer & Wine Garden throughout the event
- Half page ad in the FOA Event program with prime placement and inserted in to 76,500 Life Publications mailed to households throughout Northwest Florida
- Half page ad in the digital guide with direct link to your company url
- Two (2) Paid social media posts across MKAF's online social media platforms



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850-218-3338
dfuller@mkaf.org

Music Stage Sponsor - \$3,000:

Your company will be the presenting sponsor for the MKAF Festival of the Arts Dugas Music Pavilion. Your sponsorship will assist in covering the costs to provide live music for the patrons during the event.

Music Stage Sponsor will also receive:

- Exclusive event sponsor category
- Premier logo placement on the event e-blasts, website, event signage, and Facebook page
- Opportunity to provide marketing materials & promotional items at the event
- Half page ad in the FOA Event program with prime placement and inserted in to 76,500 Life Publications mailed to households throughout Northwest Florida
- Half page ad in the digital guide with direct link to your company url
- Two (2) Paid social media posts across MKAF's online social media platforms



Photo Booth Sponsor - \$3,000:

SAY CHEESE! Your company will be the presenting sponsor for the FOA on site photo booth station for the duration of the entire weekend. Booth signage will denote your company as the presenting sponsor of the booth and your logo will appear alongside MKAF's.

Photo Booth Sponsor will also receive:

- Exclusive event sponsor category
- Premier logo placement on the event e-blasts, website, event signage, and Facebook page
- Opportunity to provide marketing materials & promotional items at the event
- Half page ad in the FOA Event program with prime placement and inserted in to 76,500 Life Publications mailed to households throughout Northwest Florida
- Half page ad in the digital guide with direct link to your company url
- Two (2) Paid social media posts across MKAF's online social media platforms

2021 Festival of the Arts Sponsor - \$1,000:

“It takes a village” and your \$1,000 contribution will assist in underwriting the costs of the festival including musicians, artist awards and logistics that enable MKAF to produce this annual event.

- Your name or logo on the FOA sponsor webpage, onsite signage, eblasts and social media
- Your name and logo on the sponsor page of the festival program which will be mailed to 76,500 households throughout Northwest Florida
- 100% charitable contribution



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850-218-3338
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Sponsorship Agreement

YES! I would like to participate in 2021 Festival of the Arts as a:

Presenting Sponsor **\$10,000 SOLD**

Kids Corner & Imagination Machine (Art Bus) Sponsor **\$5,000**

Beer & Wine Garden Sponsor **\$3,000**

Music Stage Sponsor **\$3,000**

Photo Booth Sponsor **\$3,000**

2021 Festival of the Arts Sponsor **\$1,000**

Name as you would like it to appear for recognition purposes:

Contact Name _____

Address/City/Zip _____

Phone _____

Email _____

Website _____

Check enclosed for \$ _____ payable to Mattie Kelly Arts Foundation

Charge my Credit Card for \$ _____ Please fill out information below.

Name as it appears on the card: _____

CC#: _____ Sec Code/CVV#: _____ Exp. _____

Signature _____ Date _____

A 3% administrative fee is added to all sponsorships.

Please complete this form and return via mail, or scan and email to: dfuller@mkaf.org

Mattie Kelly Arts Foundation
4323 Commons Dr W
Destin, Florida 32541

The Mattie Kelly Arts Foundation is a 501(c) 3 not-for-profit organization and contributions are tax deductible to the extent of the law. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling 1-800-HELP-FLA within the state. Registration does not imply endorsement, approval or recommendation by the State. License # CH9649