



Sponsorship of Halifax Art Festival

Event: 49th Annual Halifax Art Festival, the 2nd oldest continual art festival in the state of Florida

Date: Saturday and Sunday November 5 & 6

Times: Saturday 9am-5pm, Sunday 10am-5pm

Location: Historic Downtown Daytona Beach. In Riverfront Park. Beach Street from Orange Ave to Bay Street

Admission: Free to the public

Attendance: 30,000. It's the largest and 2nd oldest Art Show in Florida, with a long tradition of showcasing quality Artwork from all over the country.

Activities: The Festival will have approximately 200 juried artist and artisans exhibiting original two dimensional art, photography, sculpture, jewelry, textiles, ceramics, wood, metal, and glass for purchase.

This year there will be two distinct exhibit areas. Fine Arts & Fine Crafts, which will be juried, judged and eligible for over \$34,000 in prize money. This will include Parton Award money. The 2nd area will be juried crafts, which will not be eligible for award money; but they are handmade, original pieces of art for sale at reasonable prices.

We are striving to make this festival a family friendly event, so this year we are expanding our Children's Area. Our version of the Little Van Gogh Tent is made for the little artists were they could dress up in smocks, have use of an easel and pallet of paints to create their own masterpiece.

Every year in cooperation with the Volusia County Schools we present a Student Art Completion for public and private schools. They are also awarded prize monies.

Event presented by: The Guild of the Museum of Arts & Sciences produces The Halifax Art Festival. They are a dynamic group whose mission is to promote the welfare of the Museum through its many programs and activities. ALL PROCEEDS FROM THE FESTIVAL ARE USE TO FUND PROGRAMS AT THE MUSEUM OF ARTS AND SCIENCES. Including the Charles and Linda Williams Children's Museum, Gamble Place located in Port Orange and the Dow Museum located in St. Augustine.

For sponsorship contact Doreen Armstrong Chair 386-492-6706 or email: whymepooh@aol.com

Sponsorship Proposal For Halifax Art Festival

Target Groups and Demographics

Majority of attendees will be adult's 40+. The Festival Goers tend to be more affluent and have more purchasing power than the general population, making them a desirable target market for sponsors.

Families- The Festival attract the families of children whose art is on display.

Tourist. The Festival is a major attraction for the Snow Birds who visit our area for months at a time.

The Halifax Art Festival provides more economic impact to Downtown Merchants than any other event!

Benefits of sponsorship: Event marketing is a great way to reach customers "Experiential marketing" drives purchases and consideration across age, gender, and ethnicity, 70% of consumers say that they would be more likely to purchase a product or brand after experiencing it at an event.

Title Sponsorship benefits: (only 1 title sponsor)

- Company name incorporated in Title of the Festival "Halifax (Sponsor) Art Festival"
- Listed as Title sponsor in the Halifax Art Festival promotional section published in the Daytona News Journal, print run of 20,000 households
- Listed as Title sponsor in all Gage publication ads promoting the festival
- Listed in the Museum of Arts and Sciences magazine (7,000 members)
- Be given prime location for a 10x20 booth to hand out promotional material and/or give away product samples
- Given industry exclusivity for festival
- Will also be invited to attend Artists Reception Dinner Nov 5th @ 5:30 with sponsor table available for their use. Would also be invited to hand out an award or two.
- Company name or logo included as name of festival in print advertisements for the Festival.
- Company name or logo included as name of festival in TV spots and TV public service announcements broadcast for the Festival
- Company name included as name of festival in radio spots and radio public service announcements broadcast for the Festival
- Company name included as name of festival in media and public relations releases by the Festival

- Company name included as name of festival on Festival website, with link to your company website
- Acknowledged at Festival affairs and parties including the Patron/Sponsor party
- Sponsors can display their own promotional signs or banners at designated areas within the Festival
- Company name included with logo on Festival Banner
- Acknowledgement in post-Festival publications

Title sponsor investment \$10,000

Sponsorship Proposal For Halifax Art Festival

Presenting sponsor benefits (maximum 4 sponsors)

- Listed as a presenting sponsor in the Halifax Art Festival promotional section published in the Daytona News Journal, print run of 20,000 households
- Listed as a presenting sponsor in all the Gage publication ads promoting the festival
- Be given prime location for a 10x10 booth to hand out promotional material and/or give away product samples
- Given industry exclusivity for event
- Company name or logo included in print advertisements for the Festival,
- Company name or logo include in TV spots and TV public service announcements broadcast for the Festival
- Company name included in radio spots and radio public service announcements broadcast for the Festival
- Company name included in media and public relations releases by the Festival
- Company name included on Festival website, with link to your company website
- Acknowledged at Festival affairs and parties including the Patron/Sponsor party
- Sponsors can display their own promotional signs or banners at designated areas within the Festival
- Company name included in logo on Festival Banner
- Acknowledgement in post-Festival publications

Presenting sponsor investment \$5000

Sponsorship Proposal For Halifax Art Festival

Corporate sponsor Benefits (limited to 8)

- Company name or logo included in print advertisements for the Festival,
- Company name or logo include in TV spots and TV public service announcements broadcast for the Festival
- Listed as a corporate sponsor in the Halifax Art Festival promotional section published in the Daytona News Journal, print run of 20,000 households

- Company name included as name of festival on Festival website, with link to your company website
- Acknowledged at Festival affairs and parties including the Patron/Sponsor party
- Sponsors can display their own promotional signs or banners at designated areas within the Festival
- Company name included in logo on Festival Banner
- Acknowledgement in post-Festival publications

- 10x10 booth to hand out promotional material and/or give away product samples.

Corporate sponsor investment \$2500