



# 2024 PARTNERSHIP OPPORTUNITIES

JANUARY 13TH & 14TH





# 140,000+ ATTENDEES

to an event unlike any other held in Cape Coral.

Shoppers heading to the Art Festival & Market Place arrive with open minds; they are not there for one destination, but to explore all horizons. They are here to buy things that pique their interest in the purest of hedonic nature.

As a sponsor, the 140,000 people who walk through the Cape Coral Art Festival & Market Place will see your signage and products over the two-day weekend.

We offer booth space to a select few that align with the exhibitors. This allows for heavy interaction with guests who attend the festival.

Title sponsors have received millions of impressions, and all other sponsors have received hundreds of thousands of impressions.



# EVENT MARKETING

**Cape Coral Art Festival & Market Place** sponsors benefit from inclusion in our robust marketing program that reaches thousands of residents and out-of-state visitors over a **nine-month promotional period**. Our marketing program leverages a variety of channels to attract several audiences:

- Residents of Lee County
- Patrons of arts and cultural events
- Tourists and visitors to Lee County
- Families looking for free entertainment

The marketing and advertising program for the **Cape Coral Art Festival & Market Place** begins in May. It ramps up with the majority of the advertising push at the end of December and the beginning of January.

## TV & RADIO ADVERTISING

- 60s spot on WINK-FM, WARO-FM, Fox News-FM, WFAN-AM, WWGR-FM & WJGO-FM
- 60s spot on 2 Hispanic Stations WTLO & WJUA
- WBBH/NBC-2 - 30s spot
- WZVN/ABC-7 - 30s spot
- Univision TV - Hispanic

## COLLATERAL

- Event T-Shirts

## PRINT ADVERTISING

- Sunshine Artist Magazine
- Happenings SWFL
- Local Media Press Release
- News-Press
- Breeze Newspaper

## DIGITAL ADVERTISING

- Sunshine Artist Magazine
- Where the Shows Are
- Facebook & Instagram Ads
- Hulu Campaign
- Email Marketing



## **TITLE PARTNER**

### **\$15,000 INVESTMENT**



### **BENEFITS**

County and statewide prestige of being a supporter of the community, arts, local culture, and arts festival.

Your name and logo listed in all broadcast, print, programs, letterhead, any other forms of advertising, news releases, as well as on the Arts Festival's website ([capecoralartfestival.com](http://capecoralartfestival.com)).

- 10' x 40' booth or two (2) 10' x 20' booths for company promotion.
- 4 company banner hanging spaces throughout the festival.
- Cover of the festival brochure and full-page advertisement inside festival brochure.
- 125 commercial TV ad slots as Title Sponsor
- Hundreds of radio spots as well as live remotes
- News coverage by all media including TV, radio, and print media.

### **RESPONSIBILITIES**

- Staff your booths.
- Provide banners for site.
- Include the festival in any print and broadcast advertising.

For more sponsorship information, contact The Rotary Club of Cape Coral at 239.699.7942 or visit us online at [capecoralartfestival.com](http://capecoralartfestival.com)



## **GOLD PARTNER \$10,000 INVESTMENT**

### **BENEFITS**

County and statewide prestige of being a supporter of the community, arts, local culture, and arts festival.

Your name and logo listed in all broadcast, print, programs, letterhead, any other forms of advertising, news releases, as well as on the Arts Festival's website ([capecoralartfestival.com](http://capecoralartfestival.com)).

- Two 10' x 10' booths for company promotion.
- 2 company banner hanging spaces throughout the festival.
- Full-page advertisement in festival brochure.
- 125 commercial TV ad slots as sponsor
- Hundreds of radio spots as well as live remotes
- News coverage by all media including TV, radio, and print media.

### **RESPONSIBILITIES**

- Staff your booths.
- Provide banners for site.
- Include the festival in any print and broadcast advertising.

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## **SILVER PARTNER**

### **\$5,000 INVESTMENT**

#### **BENEFITS**

County and statewide prestige of being a supporter of the community, arts, local culture, and arts festival.

Your name and logo listed in all broadcast, print, programs, letterhead, any other forms of advertising, news releases, as well as on the Arts Festival's website ([capecoralartfestival.com](http://capecoralartfestival.com)).

- One 10' x 10' booth for company promotion.
- One company banner hanging space within the festival.
- Half-page advertisement in festival brochure.
- Hundreds of radio spots as well as live remotes
- News coverage by all media including TV, radio, and print media.

#### **RESPONSIBILITIES**

- Staff your 10' x 10' booth.
- Provide banner for site.
- Include the festival in any print and broadcast advertising.



## **BRONZE PARTNER**

### **\$2,500 INVESTMENT**

#### **BENEFITS**

County and statewide prestige of being a supporter of the community, arts, local culture, and arts festival.

Your name and logo listed in all broadcast, print, programs, letterhead, any other forms of advertising, news releases, as well as on the Arts Festival's website ([capecoralartfestival.com](http://capecoralartfestival.com)).

- One 10' x 10' booth for company promotion.
- Hundreds of radio spots as well as live remotes
- News coverage by all media including TV, radio, and print media.

#### **RESPONSIBILITIES**

- Staff your 10' x 10' booth.
- Provide banner for site.
- Include the festival in any print and broadcast advertising.



# **BENEFACTOR**

## **\$1,000 INVESTMENT**

### **BENEFITS**

County and statewide prestige of being a supporter of the community, arts, local culture, and arts festival.

Your name and logo listed in print and advertising such as programs, fliers, letterhead, as well as on the Arts Festival's website ([capecoralartfestival.com](http://capecoralartfestival.com)).

- One 10' x 10' *Business Booth* space.
- One company banner hanging space.

### **RESPONSIBILITIES**

- Staff your 10' x 10' booth.
- Provide banner for site.
- Include the festival in any print and broadcast advertising.

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## **BUSINESS BOOTH \$600 INVESTMENT**

Sell your passion today at the Cape Coral Art Festival & Market Place! Take advantage of the shopping frenzy of over 140,000 attendees roaming the festival searching for things to purchase!

This festival is one of the top art festivals in the country and the largest event in Lee County. Sunshine Artists ranked it within the Top 5 Art Festivals in 2020.

Get your front-row seat... well, booth at the Cape Coral Art Festival for only \$600, for BOTH days.

**Each \$600 contribution includes a 10' x 10' booth!**

If you're interested, call 239.699.7942, or visit [capecoralartfestival.com](http://capecoralartfestival.com) to get your Business Booth today!

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## **BARRICADE BANNER**

### **\$199 INVESTMENT**

#### **BENEFITS**

You can put you or your company's name in front of over 140,000 visitors at the Art Festival & Market Place for only \$199 a slot.

The banners will be installed primarily along the barricades throughout the festival for those inside and outside of the festival to see, providing frequency and exposure that is a bargain.

Take advantage of this amazing advertising opportunity while investing in the community and the arts at the same time.

#### **RESPONSIBILITIES**

Banners must be 32" high and 7' long with grommets along the perimeter edges and be on vinyl material.

#### **PRICING**

- \$70 for full-color 13oz Vinyl Scrim Banner
- \$105 for full-color 18oz on Heavy Duty Vinyl Scrim Banner

**CALL 239.699.7942 FOR MORE INFORMATION**

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## **ADDITIONAL BENEFITS**

### **TAX DEDUCTIONS**

Some of the events may fall under the non-profit category and would make a portion of your contribution a charitable donation. Consult with a tax expert on deduction opportunities before making contributions.

### **COMMUNITY GOODWILL**

Getting involved with the community of Cape Coral is a great way to build strong brand recognition within the community. Customers pay attention to the companies that give back to the community when deciding where to shop locally.

### **NEW CLIENTELE**

Despite the large portion of local attendees, the event will be held during the largest influx of out-of-state patrons. This will open up your business to a large amount of customers that it has never seen due to the large geographic reach of the Art Festival's demographics.

### **BRAND EXPOSURE**

The exposure of passersby seeing your product and banner is phenomenal publicity.

### **MEDIA EXPOSURE**

When becoming a sponsor, you are automatically included in all of our communications efforts for marketing the event. The specific areas of communication and amount of frequency are partnership-level specific.

### **CONNECTIONS**

Have the opportunity to connect with other business owners in the community! Who knows who you'll meet!

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**INTERESTED?**  
**CONTACT US:**



239.699.7942



chair@capecoralfestival.com



capecoralartfestival.com