

Rotary
Club of Cape Coral



CAPE CORAL ART FESTIVAL

Fine Arts · Artisan Crafts
S I N C E 1 9 8 5

2027 Partnership Opportunities

January 9-10, 2027

Sat. 10 AM - 5 PM | Sun. 10 AM - 4 PM

Cape Coral Parkway (Downtown)

www.CapeCoralArtFestival.com



100,000+ Attendees

Be Part of the Experience – Connect with Over 100,000 Patrons

Each year, the Cape Coral Art Festival transforms downtown into a vibrant celebration of creativity and community, drawing over 100,000 art enthusiasts, collectors, and curious visitors. Guests wander through dynamic outdoor exhibits, discovering extraordinary sculptures, stunning paintings, and one-of-a-kind handcrafted pieces from artists across the country.

As a sponsor, your brand will be front and center throughout the two-day festival, with signage, booth displays, and promotional opportunities that engage thousands of attendees. Booth space is available, offering you direct, meaningful interaction with festivalgoers.

Our Title Sponsor will receive millions of impressions through extensive event marketing and onsite visibility. All other sponsors will also benefit from hundreds of thousands of impressions, ensuring powerful exposure for your brand before, during, and after the event.

Partner with us and align your business with one of Southwest Florida's premier events!



EVENT MARKETING

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

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

The marketing and advertising program for the **Cape Coral Art Festival** 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
- Event Posters

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

\$25,000 Investment

Benefits

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

Your name and logo are listed in all broadcast, print, programs, letterhead, any other forms of advertising, news releases, as well as on the Art Festival's website - CapeCoralArtFestival.com.

- 10' x 50' booth or two (2) 10' x 20' and (1) 10x10 booths for company promotion.
- 4 company banner hanging spaces throughout the festival.
- 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



Gold Partner \$20,000 Investment

Benefits

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

Your name and logo are listed in all broadcast, print, programs, letterhead, any other forms of advertising, news releases, as well as on the Art Festival's website - CapeCoralArtFestival.com.

- 10' x 40' booth or two (2) 10' x 20' booths for company promotion.
- 2 company banner hanging spaces throughout the festival.
- 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.



Platinum Partner

\$15,000 Investment

Benefits

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

Your name and logo are listed in all broadcast, print, programs, letterhead, any other forms of advertising, news releases, as well as on the Art Festival's website - CapeCoralArtFestival.com.

- 10' x 30' booth or one (1) 10' x 20' and (1) 10 x 10 booths for company promotion.
- 2 company banner hanging spaces throughout the festival.
- 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.



Premier Artist \$10,000 Investment

Benefits

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

Your name and logo are listed in all broadcast, print, programs, letterhead, any other forms of advertising, news releases, as well as on the Art Festival's website - CapeCoralArtFestival.com.

- Two 10' x 10' booths for company promotion.
- 2 company banner hanging spaces throughout the festival.
- 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.



Silver Partner

\$5,000 Investment

Benefits

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

Your name and logo are listed in all broadcast, print, programs, letterhead, any other forms of advertising, news releases, as well as on the Art Festival's website - CapeCoralArtFestival.com.

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

Responsibilities

- Staff your 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 art festival.

Your name and logo are listed in all broadcast, print, programs, letterhead, any other forms of advertising, news releases, as well as on the Art Festival's website - 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 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 art festival.

Your name and logo are listed in all broadcast, print, programs, letterhead, any other forms of advertising, news releases, as well as on the Art Festival's website - CapeCoralArtFestival.com.

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

Responsibilities

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



Business Booth \$600 Investment

Sell your passion today at the Cape Coral Art Festival! Take advantage of the shopping frenzy of over 100,000 attendees roaming the festival, thinking about their homes!

Business Showcase booths are for businesses to create a brand awareness and engage the public to let them know and experience their products and services.

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

Get your front-row seat (booth) at the Cape Coral Art Festival starting at only \$600, for BOTH days. There is a \$35 non-refundable application fee.

- 10' x 10' Single Booth Fee: \$600.00
- 10' x 20' Double Booth Fee: \$1,200.00
- 10' x 30' Triple Booth Fee: \$1,800.00

If you're interested, call 239.699.7942, or visit capecoralartfestival.com to get your Business Booth today!

For more sponsorship information, contact The Rotary Club of Cape Coral at 239.699.7942 or visit us online at capecoralartfestival.com



Barricade banner \$199 Investment

Benefits

You can put you or your company's name in front of over 100,000 visitors at the Art Festival 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

- \$85 for full-color 13oz Vinyl Scrim Banner
- \$120 for full-color 18oz on Heavy Duty Vinyl Scrim Banner

Call 239.699.7942 for more information

For more sponsorship information, contact The Rotary Club of Cape Coral at 239.699.7942 or visit us online at capecoralartfestival.com



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!

For more sponsorship information, contact The Rotary Club of Cape Coral at 239.699.7942 or visit us online at capecoralartfestival.com

2027 Sponsorship Comparison Chart

A quick side-by-side look at every partnership level. See the preceding pages for full benefit and responsibility details.

Partnership Level	Title Partner \$25,000	Gold Partner \$20,000	Platinum Partner \$15,000	Premier Artist \$10,000	Silver Partner \$5,000	Bronze Partner \$2,500	Benefactor \$1,000
Booth Space	10 x 50 or (2) 100x 20 & (1) 10 x10	10 x 40 or (2) 100x 20	10 x 30 or (1) 100x 20 & (1) 10 x10	(2) 10 x 10	10 x 10	10 x 10	10 x 10
Commercial TV AD Slots	✓	✓	✓	✓			
Radio Spots	✓	✓	✓	✓	✓	✓	
News Coverage (TV/Radio/Print)	✓	✓	✓	✓	✓	✓	
Company Banner Display	4	2	2	2	1		1
Name & Logo Recognition*	✓	✓	✓	✓			

*Name and logo recognition appears in all broadcast, print, programs, letterhead, other forms of advertising, news releases, and on the Art Festival's website, CapeCoralArtFestival.com.

Booth-space alternates (e.g. two 10'x20' booths in place of a single larger footprint) are available at the Title, Gold, and Platinum levels — ask about the layout that best fits your brand.

Application & Payment Form

Submit this form with payment to: Cape Coral Rotary Foundation, PO Box 101346, Cape Coral, FL 33910

PARTICIPATION AGREEMENT FOR EVENT

CAPE CORAL ROTARY FOUNDATION (PUBLISHER)

COMPANY NAME (SPONSOR)

ADDRESS CITY ZIP CODE

TELEPHONE EMAIL

THE FOLLOWING SPONSORSHIP IS REQUESTED. (Please Check) indicate your level of interest:

☐ Title Partner - \$25,000 ☐ Gold Partner - \$20,000 ☐ Platinum Partner - \$15,000
☐ Premier Artist - \$10,000 ☐ Silver Partner - \$5,000 ☐ Bronze Partner - \$2,500
☐ Benefactor - \$1,000 ☐ Business Booth - \$600 ☐ Barricade Banner - \$199

Credit Card Payment: ☐ Visa ☐ Mastercard ☐ AMEX ☐ Check ☐ Other

Card # Exp:

Billing Address City/State/Zip

Card Holder Name Card Holder Signature

GENERAL TERMS AND CONDITIONS: All Sponsorship Agreements are subject to the Cape Coral Rotary Foundation (herein referred to as the Publisher) approval and acceptance. Acceptance of the Sponsorship Agreement shall constitute an agreement to provide advertising space as described in the Agreement. The undersigned, by signing the Sponsorship Agreement, acknowledges that he/she has read and understood all of the terms contained herein, and that this Agreement is subject to all such terms which are expressly made a part of this Agreement. Cancellations or changes in the Sponsorship Agreement are accepted only in writing to the Publisher, and must be received on or before the Sponsorship Closing Date for the applicable event/program. The Closing date for any event/program is 30 calendar days before the scheduled date at 5pm EST. The Publisher will schedule, run, and invoice all contracts in possession on the advertising closing date of a scheduled event/program.

THE ADVERTISER/SPONSOR IS RESPONSIBLE FOR PROVIDING ARTWORK TO THE PUBLISHER. Sponsors are responsible for the submission of the advertising copy and materials by material deadlines. Payment is due and payable within 30 days of receipt of invoice. A service charge of 1.5% per month will be added to accounts past due, beginning 30 days delinquent and charged monthly thereafter. The advertiser/sponsor agrees to indemnify and hold harmless Publisher with whom Publisher may have contracted for any and all loss, expense or other liability (including attorney's fees) arising from any claim of libel, violation of privacy, plagiarism, copyright any advertised copy submitted, any advertised copy submitted, infringement, omission, incorrect information or placement and any other claim or suit that may arise out of the publication of printed or published.

Accepted this _____ day of _____, 20____

Advertiser:

Cape Coral Rotary Foundation:

Authorized Signature

Representative Signature

Sponsor/Advertiser's Name (please print)

Representative Name (print)



Interested?

CONTACT US:



239.699.7942



info@capecoralartfestival.com



capecoralartfestival.com