

About Us....

The 19th annual DeLand Fall Festival of the Arts will be presented on November 19 and 20, 2011, in historic downtown DeLand. This fine arts festival will include approximately 165 national and international artists, live entertainment, exceptional food, a youth art exhibit,



hands-on art workshops and performing arts for children, plus adult workshops and lectures. The historic preservation district of downtown DeLand provides a charming backdrop for the Fall Festival where

more than 50,000 patrons enjoy the fine art exhibits presented by over 200 juried artists.

Visual Arts The DeLand Fall Festival provides free public access to artists from around the world. The Festival is dedicated to those who create as well as those who appreciate and collect art of various media. Visitors to the show will experience painting, glass, sculpture, jewelry, leather, photography, printmaking, wood, ceramics, and fiber.

Music The DeLand Fall Festival of the Arts is also a venue for eclectic local, national and international performing groups. Over the two-day event, visitors to the Festival enjoy a broad range of performances from groups representing a variety of styles from blues, folk, and rock to jazz and world music. The Festival presents music to the community at two central locations as well as acoustical acts throughout the Festival.

Youth Area Located on West Indiana Avenue and in the historic Athens Theatre, the Festival has created an oasis of children's activities and learning opportunities. The Festival hosts an area dedicated to visual and performing arts experiences for children. Visitors can explore a variety of media in the hands-on art area.

DeLand
FALL
Festival
of the
ARTS

DeLand Fall Festival of the Arts
100 N. Woodland Blvd. ■ Suite 4
DeLand FL 32720

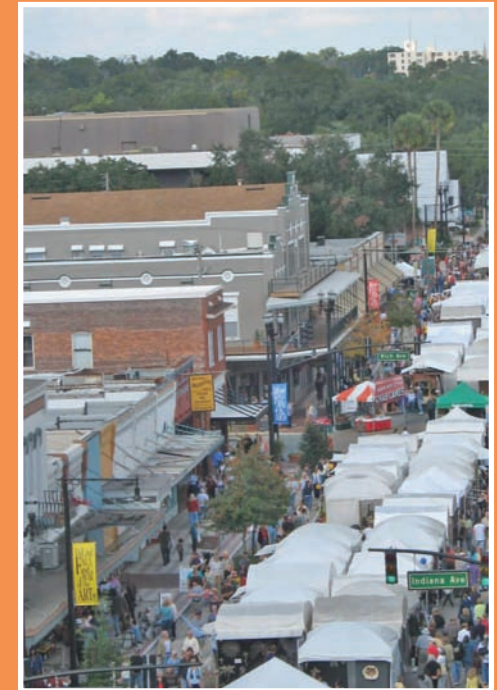
SPONSORSHIP OPPORTUNITIES

November 19 & 20

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2011

19th
Annual



DeLand Fall Festival of the Arts
100 N. Woodland Blvd ■ Suite 4
DeLand FL 32720
386-738-7156
www.delandfallfestival.com

*As an Official Festival Sponsor,
your business name will reach
the entire Central Florida market*

Voted "BEST FLORIDA OUTDOOR FINE ARTS FESTIVAL" by Florida Living magazine, the DeLand Fall Festival of the Arts offers a unique opportunity for you to promote your business and support the cultural community in Central Florida.

As an all-volunteer event, 100% of your sponsorship donation goes to promote the festival and your business.

- Rembrandt Sponsor (Corporate Sponsor) .. \$15,000
- Picasso Sponsor (Entertainment Sponsor) .. \$10,000
- Michelangelo Sponsor (Web Site Sponsor) \$ 5,000
- Monet Sponsor (Youth Area Sponsor) \$ 2,500
- Dali (Special Event Sponsor) \$ 1,250

Benefit Details

- Gateway Banner displayed for one week in a prominent location across Woodland Boulevard.
- Booth space 12 feet x 12 feet.
- Display banners are to be provided by the sponsor. Please check with your festival contact regarding appropriate size.
- The Festival web site will display your logo/name/link for one year.
- Pole banners are displayed for 4 days on Woodland Boulevard.
- The Festival's large advertising budget places attractive ads in all media throughout Central Florida, including TV, radio, newspapers, and magazines.
- A professionally printed Festival Tabloid is distributed to 50,000+ festival attendees.
- A Festival Tabloid advertising discount is offered to all festival sponsors.
- Sponsors are recognized at all festival events prior to the festival weekend and on a large sponsor sign located at the central information booth during the festival weekend.



Logo on Gateway Banner	●				
Booth Space for Promotional Use	●	●	●		
Banner Displayed at Event	2	2	1	1	
Logo/Name on Artist Booth Cards	Logo	Name			
Logo/Name on Web Site	Logo	Logo	Logo	Logo	Name
Company link from Festival Web	●	●	●	●	
Logo/Name on Street Pole Signs	4/ Logo	3/ Logo	3/ Logo	2/ Name	1/ Name
Logo/Name on Main Sponsor Sign	Logo	Logo	Logo	Name	Name
Mention in all Electronic Media	●				
Logo/Name on all Print Advertising	Logo	Logo	Name	Name	Name
Logo/Name on Festival Tabloid	Logo	Logo	Name	Name	Name
Patron Package	●	●	●	●	●
Custom Framed & Signed Poster	●	●	●		
Signed Poster				●	●
Invitations to all Events	10	8	6	4	2
Festival T-shirts	10	8	6	4	2
Sponsor Ribbons	10	8	6	4	2
Sponsor/Patron Retreat Passes	10	8	6	4	2
VIP Parking Passes	10	8	6	4	2
Festival Event Bag	●	●	●	●	●
Tabloid Advertising Discount	●	●	●	●	●

2011 Sponsorship

- Rembrandt Sponsor
(Corporate Co-Sponsor)\$15,000
 - Picasso Sponsor
(Entertainment Sponsor) \$10,000
 - Michelangelo Sponsor
(Web Site Sponsor)..... \$ 5,000
 - Monet Sponsor (Youth Area Sponsor) .. \$ 2,500
 - Dali (Special Event Sponsor) \$ 1,250
- Patron Party Sponsor Poster Unveiling Event Sponsor
 Patron Retreat Sponsor Festival Preview Party Sponsor
 Artist Oasis Sponsor Road Crew Sponsor

Business Name _____

Contact Name _____

Billing Address _____

Billing City / State / Zip _____

Phone _____

E-mail _____

- Method of Payment**
- Check (payable to DeLand Fall Festival of the Arts)
 - Bill me
- If a portion of your sponsorship is in-kind, please attach a statement for that portion

Signature _____

DeLand Fall Festival of the Arts
 100 N. Woodland Blvd Suite 4 ■ DeLand FL 32720
 386-738-5705

*Thank you for your support of the
2011 DeLand Fall Festival of the Arts*

A COPY OF THE OFFICIAL REGISTRATION (# CH22735) AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800) 435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.