

2024 Sponsor
Program

LAKE
WALES

Arts FESTIVAL

UNDER THE OAKS

FEBRUARY
24-25

art|BIQUE FEB. 23
5-10PM

In Lake Wales Park



Dear Friends,

The Lake Wales Arts Council is gearing up for its most anticipated event of the year, and we're inviting you to play a pivotal role. The 53rd Lake Wales Arts Festival isn't just an event; it's a landmark in our annual calendar, crucial to our financial health and artistic mission.

A Legacy of Artistic Excellence

From its humble beginnings in 1971 outside a Publix on Highway 60, the Lake Wales Arts Show has blossomed into a beloved tradition. Witness its transformation from the bustling streets of downtown Lake Wales to the beautiful Lake Wailes Park, accommodating a growing audience and a rich tapestry of artistic expression.

The 53rd Annual Lake Wales Arts Festival

This February 23-25, Lake Wailes Park will transform into a canvas of creativity for the 53rd edition of our Arts Festival. Here, over 70 artists and artisans will showcase their stunning work, ranging from intricate paintings to exquisite sculptures, ceramics, and jewelry.

A Festival Like No Other

What sets our festival apart? It's the blend of breathtaking scenery, enthusiastic community participation, and unmatched hospitality. It's not merely an art show; it's a testament to the spirit of community and culture.

Unforgettable Festival Features

- **Art-B-Que:** A fusion of art and community spirit, featuring live music and an opportunity to connect with artists.
- **Patron's Lounge:** A premium experience with exclusive amenities.
- **Family Art Activity Area:** A hub of creativity for all ages, offering interactive art, music, and artist demonstrations.
- **Culinary Delights and Beverage Crawl:** Savour an array of food choices and explore local breweries and wineries.

Engaging a Diverse Audience

Our festival is a magnet for artistic talent, drawing participants primarily from Florida, with a strong representation from Polk County, and artists from as far north as Pennsylvania and as far west as Kansas. Our broad and diverse visitor base extends from neighboring states to various Floridian locales.

Event Media Coverage

We're in the limelight, thanks to significant local media coverage and our partnership with Orange Blossom Media Group. This collaboration has spurred a remarkable increase in engagement and attendance, with metrics to prove it:

- A 16% rise in social media interaction.
- Email open rates hovering between 39% and 48%.
- A surge in class enrollments and ticket sales.
- A digital footprint of over 2,200 email subscribers, 5,500 social media followers, and a year-over-year website traffic boost of 112%.

Our Following



2197+ EMAIL SUBSCRIBERS



4,400 FACEBOOK



1,150+ INSTAGRAM

Your Invitation to Make an Impact

This is your chance to align your brand with a prestigious, culturally enriching event. Join us in making the 53rd Lake Wales Arts Festival not just successful, but unforgettable. Your sponsorship will resonate with a diverse audience and contribute significantly to the cultural landscape of Lake Wales. Together, let's make this event a remarkable journey of art, community, and celebration.

For more information or just to chat, please feel free to contact me at tommy@lw-arts.org or by phone at (863) 676-8426.

Yours truly!

Tommy Frank
Lake Wales Arts Council
Executive Director



A LOOK
BACK AT **2023**





Sponsor Benefits

All sponsors have access to the Patron's Lounge. The Patron's Lounge includes exclusive amenities for patrons looking for all-day comfort and immersive specialty experiences. From exclusive lounge areas to climate controlled restrooms, the Patron's area is the place to be.

Included in Patron's Lounge

- ✔ Complimentary Food & Beverage
- ✔ Exclusive Lounge Area
- ✔ Private Climate Controlled Restrooms
- ✔ Patron Parking
- ✔ Broad Brand Exposure
- ✔ Unique Corporate Networking Opportunity



Sponsorship Opportunities

Each sponsorship level offers unique opportunities to engage with the festival audience, contribute to the event's success, and gain visibility among attendees and the broader community. The festival's diverse range of activities and its growth in popularity make it an attractive platform for sponsors to showcase their brand and support the arts.

Festival Sponsor (\$15,000, limit 2); Weekend access for 30

Provide a firm foundation for this beloved community festival by providing the resources to fund critical infrastructure and prize money for 17 artist awards and 21 student artist awards.

Benefits: Festival naming rights, Passes that include access to ART-B-QUE & Patron's Lounge, Patron Parking Passes, Signage, One On-Site Activation, and prioritized media acknowledgments.

Art-B-Que Sponsor (\$7,500, limit 2); Weekend access for 15

Furnish the fun at the beloved community event, complete with live music and a catered BBQ.

Benefits: Art-B-QUE naming rights, Passes that include access to ART-B-QUE & Patron's Lounge, Patron Parking Passes, Signage, Signage and media acknowledgments.

Patrons' Lounge Sponsor (\$5,000, limit 2); Weekend access for 10

Create a space for our patrons to lounge and enjoy exclusive amenities for patrons looking for all-day comfort and immersive specialty experiences.

Benefits: Patron's Lounge naming rights, Passes that include access to ART-B-QUE & Patron's Lounge, Patron Parking Passes, Signage and media acknowledgments.

Family Art Activities Area Sponsor (\$2,500, limit 3); Weekend access for 8

Creates a space for fun and family-friendly art activities throughout the weekend.

Benefits: Family Art Tent naming rights, Passes that include access to ART-B-QUE & Patron's Lounge, Patron Parking Passes, Signage, and media acknowledgments.

Community Hospitality Sponsor (\$2,500, limit 3); Weekend access for 6

Create a welcoming space for community comfort with a hospitality tent and live music.

Benefits: Naming rights at Community Hospitality Tent, Passes that include access to ART-B-QUE & Patron's Lounge, Patron Parking Passes, Signage, and media acknowledgments.

Beverage Crawl Sponsor (\$1,200, limit 5); Weekend access for 4

Sponsor this unique event that features handmade cups and local craft beer samples.

Benefits: Naming rights at one of five dedicated beverage tents, Passes that include access to ART-B-QUE & Patron's Lounge, Patron Parking Passes, Signage, and media acknowledgments.

Artist Hospitality Sponsor (\$1,000); Weekend access for 4

Your support will help us welcome artists to the festival and shower them with hospitality throughout the weekend.

Benefits: Passes that include access to ART-B-QUE & Patron's Lounge, Patron Parking Passes, Signage, and media acknowledgments.



53rd Annual Lake Wales Arts Festival

Is a production of Lake Wales Arts Council, Inc.

A 501(c)3 Non-profit Organization

Please complete and mail to:

LAKE WALES ARTS COUNCIL INC. | 1099 E. SR 60 | LAKE WALES, FL 33853 | 863-676-8426

PLEASE MAKE YOUR CHECK PAYABLE TO: LAKE WALES ARTS COUNCIL INC.

COMPANY NAME:

CONTACT NAME:

ADDRESS:

CITY, STATE, ZIP:

E-MAIL ADDRESS:

CONTACT PHONE:

SPONSORSHIP LEVEL:

<input type="checkbox"/> ARTIST HOSPITALITY \$1,000	<input type="checkbox"/> BEVERAGE CRAWL \$1,200 (LIMIT 5)	<input type="checkbox"/> PATRONS' LOUNGE \$5,000 (LIMIT 2)	<input type="checkbox"/> FESTIVAL \$15,000 (LIMIT 2)
<input type="checkbox"/> COMMUNITY HOSP. \$2,500 (LIMIT 3)	<input type="checkbox"/> FAMILY ART TENT \$2,500 (LIMIT 3)	<input type="checkbox"/> ART-B-QUE \$7,500 (LIMIT 2)	

SIGNATURE: _____

DATE: _____

PLEASE SUBMIT NO LATER THAN FEBRUARY 10, 2024.

THANK YOU FOR YOUR SUPPORT!

Lake Wales Arts Council

Pay online at: <https://www.lakewalesartscouncil.org/support-give-donate>

or





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