



SPONSORSHIP OPPORTUNITIES

Our Movement

The Festival, located in Vinoy Park in downtown St. Petersburg, lasts for four days, October 25 - 28. The first two are set aside for local education, benefitting elementary, middle and high school students from the entire Tampa Bay area. The last days are open to the general public, remaining family friendly for all four days.

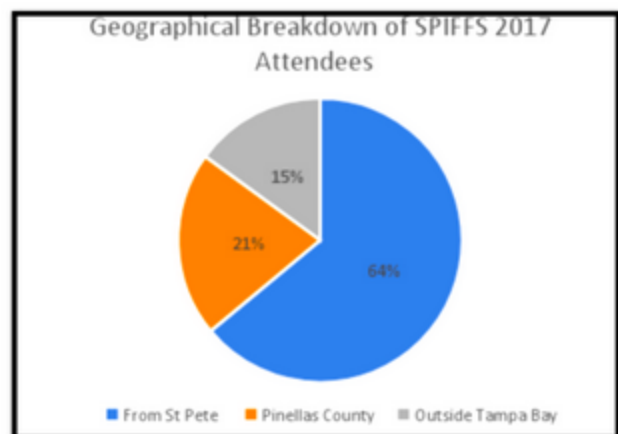


Our Vision

For over 40 years, the Tampa Bay community has celebrated diversity at St. Petersburg International Folk Fair. Arts, food and entertainment join over 50 ethnic groups and bring together more than 10,000 people year after year. This year, 2018, we hope to showcase a bigger, better and brighter festival with over 15,000 attendees. But we need your help! As you look over this packet, consider sponsoring SPIFFS for the 44th Annual International Folk Fair.

Demographics

15,000 to 20,000 people are expected to attend the 2018 SPIFFS International Folk Fair. Most of these attendees are local and many are newcomers.



Gain exposure to the greater Tampa Bay Area at SPIFFS 44th International Folk Fair

Benefits Deal

Includes both on-site and media exposure. The following list contains multiple advertising possibilities.

On Site Recognition

1. Banner placement at festival at event entrance and/or at sponsored location
2. Exhibit Space - On-site booth space to showcase your product or service
3. Stage Announcements - Recognition from stages throughout event

Media Recognition

1. Radio
2. Television
3. Print Media - Newspapers and regional publications, reaching more than one million persons
4. Social Media
5. Logo with hyperlink on Folk Fair website
6. Inclusion in Facebook, Twitter and Instagram
7. News Releases
8. Sponsor recognized in news releases distributed to local media outlets

Levels of Sponsorship

Package Level	Ambassador	Counselor	Chargé d'Affairs	Envoy	Diplomat
	\$10,000	\$5,000	\$2,500	\$1,000	\$750
Banner placement at main stage	★	★			
Banner placement on event ground	★	★	★	★	
Logo and link on flyers and web site	★	★	★	★	★
Logo on all print, radio and TV advertisements	★	★	★	★	★
Advertisement in Souvenir Program	Full page	Full page	Half page		
Complimentary space to promote your products and services	10 x 10 ft tent	8 ft table	8 ft table	8 ft table	
Complimentary tickets	75 tickets	50 tickets	25 tickets	25 tickets	15 tickets

Printed Materials

Rack Cards - Placed in outlets throughout the community
 Souvenir Program - Sponsor recognition in the program book
 (See below)

BACK COVER	FULL COLOR (7 1/2" x 4 1/2")	\$500
INSIDE BACK COVER	FULL COLOR (7 1/2" x 4 1/2")	\$400
INSIDE FRONT COVER	FULL COLOR (7 1/2" x 4 1/2")	\$400
FULL PAGE	BLACK AND WHITE (7 1/2" x 4 1/2")	\$200
1/2 PAGE	BLACK AND WHITE (4 1/2" x 4")	\$100
BUSINESS CARD	BLACK AND WHITE (3 1/2" x 2")	\$ 50
2-LINE SPONSOR GREETING	BLACK AND WHITE	\$ 25
T-SHIRT LOGO	T-SHIRT BACK	\$200

Contact Us

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