

SHINE[®]

ST. PETERSBURG
MURAL FESTIVAL

OCTOBER 13 - 22, 2023



RISE & SHINE

The SHINE St. Petersburg Mural Festival returns for its ninth year October 13-22, 2023, showcasing inspiring murals and vibrant special events by a diverse group of artists from around the world.

**115+ ARTISTS
FROM 17 DIFFERENT
COUNTRIES**



**150 NEW MURALS
CREATED SINCE 2015**

Led by local artists and community members, SHINE illuminates the power of art in public spaces by:

**REVITALIZING
NEIGHBORHOODS**



**INSPIRING
DIALOGUE**

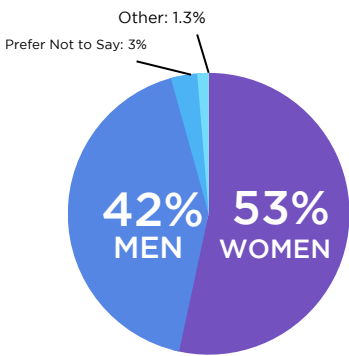


**UNITING
COMMUNITIES**

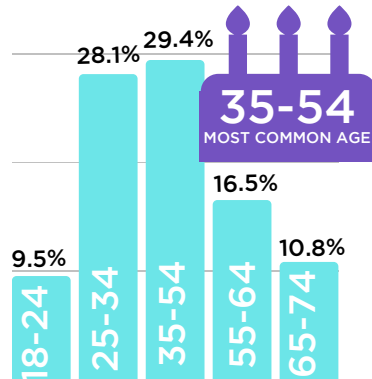


DEMOGRAPHICS: EVENT ATTENDEES

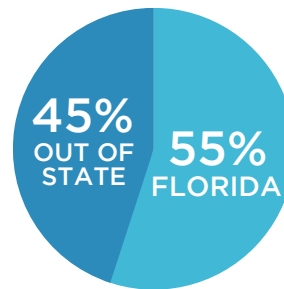
Art in public places draws a wide audience and removes barriers that often limit access to other art forms. All data is from the 2019 Economic Impact Analysis for SHINE.



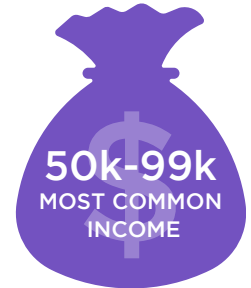
GENDER



AGE



RESIDENCE



INCOME

SOCIAL MEDIA

SHINE has maintained an active web and social media presence since 2015.

facebook @SHINEONSTPETE



62,962 REACH



13,000 FOLLOWERS



11,000 LIKES

Instagram @SHINEONSTPETE



49,195 REACH



23,000 FOLLOWERS



19,600+
Tagged photos:
#SHINEONSTPETE

WEB TRAFFIC

[Click Here to View the SHINE Webpage!](#)



206,105

VIEWS/MONTH

(SHINE Season)

93,441 VIEWS/MONTH

(Off-Season)



SHINE | MEDIA

Click the headlines to see what people are saying about SHINE!

ST. PETERSBURG IS A CITY THAT HAS USED THE POWER OF PUBLIC ART TO FOSTER COMMUNITY



ST. PETERSBURG'S MURAL CULTURE DEFINES CITY COMMITMENT TO THE ARTS, ARTISTS



DOWNTOWN IS READY TO SHINE ONCE AGAIN



SHINE MURAL FESTIVAL BRIGHTENS UP DOWNTOWN ST. PETERSBURG



SHINE®

IMPACT

Bright Spot Community Murals

Since 2015, SHINE has produced 25 community murals and special projects with local nonprofit organizations, including:



BOYS & GIRLS CLUB



(Click the logos to see the Bright Spot murals!)

[Click here to learn more about our latest accomplishment:
the new Black History Matters Mural!](#)

\$61-\$69

SPENT PER DAY BY EVENT
ATTENDEES

154

ARTISTS COMMISSIONED
BY SHINE SINCE 2015

500+

OPPORTUNITIES CREATED
FOR LOCAL ARTISTS TO
SHOWCASE THEIR WORK

Community Benefits of SHINE Murals:



PROVIDE OPPORTUNITIES FOR
PEOPLE TO ENGAGE WITH
ART AND ARTISTS



CATAPULT THE CAREERS OF
LOCAL ARTISTS



BUILD APPRECIATION FOR
NON-TRADITIONAL ART MEDIUMS

SHINE

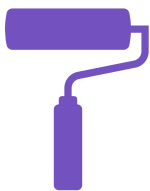
SPONSORSHIP

SHINE has lifted & illuminated our community.
Meaningful partnerships make all the difference.

Here are some of the generous organizations
that have supported SHINE in the past:



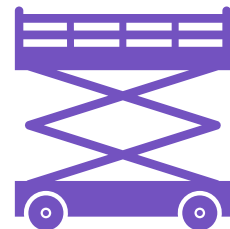
SHINE Sponsors help us:



SUPPLY PAINT,
ROLLERS, AND
OTHER MATERIALS



CONTINUE TO HIRE
ARTISTS FROM
AROUND THE WORLD



RENT LIFTS AND
OTHER EQUIPMENT

Supporting SHINE presents a unique opportunity to:

- become associated with one of the most exciting public art events in the country
- build stronger community ties
- promote your business and your brand

YOUR ACTION FURTHERS ART & ARTISTS!

Interested in supporting SHINE through a direct or in-kind donation?
Email Terry Marks at terry@stpeteartsalliance.org!

TITLE SPONSOR

\$50,000 SPONSORSHIP

When you give big, SHINE goes bigger. Title Sponsorship puts you and St. Petersburg on the map, nationally and internationally. Your support helps us make history!



"SHINE Mural Festival 2023
Presented by [Your Name]" on all
of our materials



Logo included on all printed
material, advertising, website,
posters and banners, web pages



Opportunity to speak at Opening
Reception



Opportunity to display company
banner at SHINE events



Opportunity to provide branded
merch in SHINE artist welcome
bags



Continuous recognition across
social media



20 Invitations to any
opening/closing events



Private Mural Trolley Tour for 20




10 SHINE 2023 T-Shirts


TITLE SPONSOR





PRESENTING SPONSOR

\$25,000 SPONSORSHIP

 Logo included on all printed material, advertising, website, posters and banners, web pages

 Opportunity to speak at Opening Reception

 Opportunity to display company banner at Shine events

 Opportunity to provide branded merch in SHINE artist welcome bags

 Continuous recognition on social media

 10 Invitations to any opening/closing events

 Private Mural Trolley Tour for 20

 10 SHINE 2023 T-Shirts

PRESENTING SPONSOR

COMMUNITY SPONSOR

COMMUNITY SPONSOR

\$10,000 SPONSORSHIP PER YEAR

At the core of SHINE is the community that supports it. We keep this part of the program and the community projects that engage and inspire.



Logo included on all printed material, website, posters and banners, web pages



Recognition across social media



6 Invitations to any opening/closing events



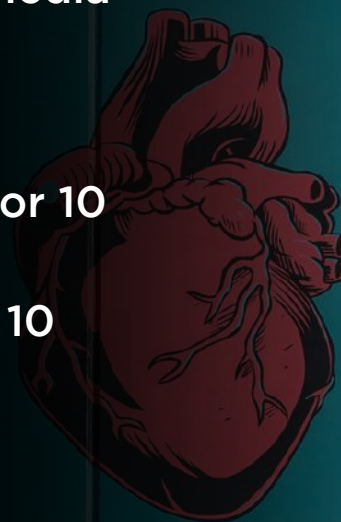
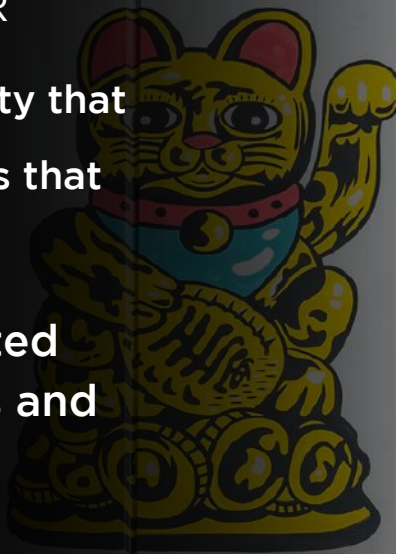
Guided Mural Trolley Tour for 10



Guided Mural Bike Tour for 10



10 SHINE 2023 T-Shirts



WALL SPONSOR

\$5,000 SPONSORSHIP

Our SHINE Artists are out making history in the city of St.Petersburg, and here's your chance to be a part of it!



Logo included on website



6 Invitations to any opening/closing events



Mural Trolley Tour for 4



2 SHINE 2023 T-Shirts

BRIGHT IDEA SPONSOR

\$2,500 SPONSORSHIP

Bright Ideas are affiliated SHINE Projects, and we love to highlight them as much as possible, creating art and opportunities for local talent.

 Logo included on website

 2 Invitations to any opening/closing events

 Mural Trolley Tour for 2

 2 SHINE 2023 T-Shirts

ADVOCATE SPONSOR

\$1,000 SPONSORSHIP

Our advocate sponsors help us continue to provide opportunities for our local artists.



2 Invitations to any opening/closing events



Mural Trolley Tour for 2



2 SHINE 2023 T-Shirts



ST. PETERSBURG MURAL FESTIVAL

PRODUCED BY



Terry Marks, Chief Executive Officer

SHINE DIRECTOR

Jenee Priebe

CURATORIAL TEAM

Chad Mize Jenee Priebe

STEERING COMMITTEE

Amanda Cooper

Elaine Merritt

Michelene Everett

Allison McCarthy

Jimmy Fashner

Jesse Miller

Lynn Goodwin

Zoe Peters

JerJuan Green

Brian Schanck

Kathryn Howd

Stacia Schrader