

# SHINE<sup>®</sup>

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**

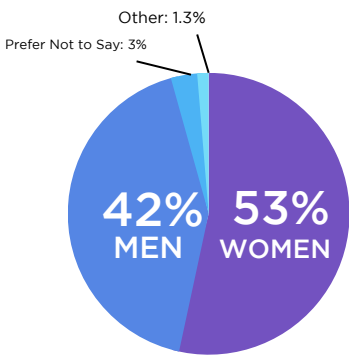


**UNITING  
COMMUNITIES**

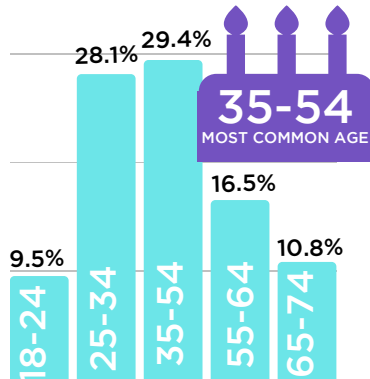


## DEMOGRAPHICS: EVENT ATTENDEES

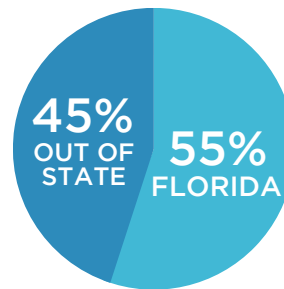
Art in public places draws a wide audience and removes barriers that often limit access to other art forms. All data is from the 2019 Economic Impact Analysis for SHINE.



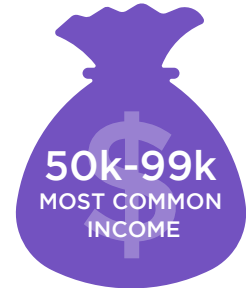
GENDER



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

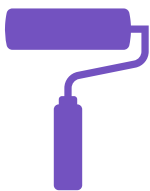
# SPONSORSHIP

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:



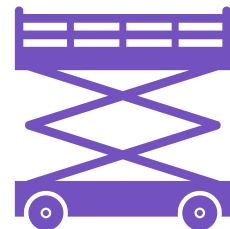
SHINE Sponsors help us:



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](mailto:terry@stpeteartsalliance.org)!

# DOUBLE YOUR IMPACT SUPPORT **SHINE** FOR 2 YEARS!

When you make a 2-year commitment to support SHINE, you're promoting sustainability, supporting artists, and advancing public art in our city.

Pay in full for two years by September 1st, 2023 to receive a 10% discount on your sponsorship!



## Sponsors will receive these exclusive benefits:

All benefits based on sponsor level, plus:

- Ongoing acknowledgement in the monthly St. Petersburg Arts Alliance newsletter (6,500+ subscribers) for 2023 until end of 2024.
- Clickable logo on the SHINE Webpage for 2023 & 2024
- Exclusive sneak peak of art exhibitions for both years when applicable
- Acknowledgement at opening & closing events for SHINE Year 9 & 10 when applicable (\$5,000 and above)

Interested in supporting SHINE through a 2-Year sponsorship?  
Email Terry Marks at [terry@stpeteartsalliance.org](mailto:terry@stpeteartsalliance.org)!

**SHINE** ST. PETERSBURG  
MURAL FESTIVAL

# TITLE SPONSOR

\$50,000 SPONSORSHIP PER YEAR  
~~\$100,000~~ \$90,000 FOR TWO YEARS

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 PER YEAR  
~~\$50,000~~ \$45,000 FOR TWO YEARS

 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

~~\$20,000~~ \$18,000 FOR TWO YEARS

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



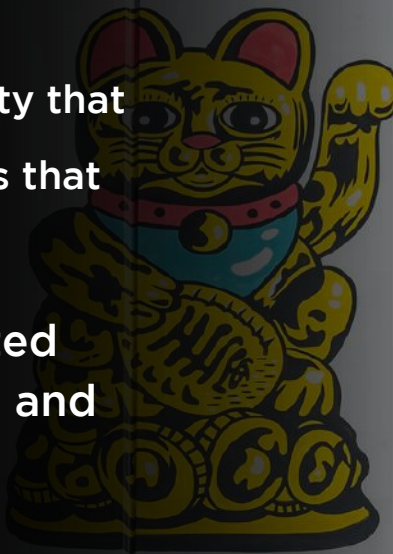
Guided Mural Trolley Tour for 10



Guided Mural Bike Tour for 10



10 SHINE 2023 T-Shirts



# WALL SPONSOR

\$5,000 SPONSORSHIP

~~\$10,000~~ \$9,000 FOR TWO YEARS

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  
~~\$5,000~~ \$4,500 FOR TWO YEARS

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  
~~\$2,000~~ \$1,800 FOR TWO YEARS

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