

SPAA is YOUR Alliance. Our work supports everyone who lives, works, and creates in our City of the Arts.

When you become a St. Petersburg Arts Alliance member, you join a community of artists, art lovers, and local businesses united through creativity and innovation. Our membership program is designed to support you through networking, promotion, education, collaborations, grants, and professional development opportunities.



Artist: Reid Jenkins, SHINE Origins 2025

Designed Just For You

We want to recognize and celebrate the diversity in our arts community, so we've created membership tiers tailored to you! Whether you're a student artist looking for professional development, a seasoned arts entrepreneur looking for promotion opportunities, or an organization looking to give back to the community, we've got just what you need. SPAA offers monthly and yearly membership payment plans, so you can pay at your own pace.

Individual Memberships <i>For Individual Artists and Supporters</i>			
Emerging Artist \$5 Monthly or \$50 Yearly	Arts Partner \$10 Monthly or \$100 Yearly	Arts Entrepreneur \$15 Monthly or \$150 Yearly	Arts Supporter \$25 Monthly or \$250 Yearly

Organization and Business Memberships <i>For Arts-Related Organizations/Businesses and Organizations/Businesses that Support the Arts</i>			
Arts Entrepreneur \$15 Monthly or \$150 Yearly	Arts Supporter \$25 Monthly or \$250 Yearly	Arts Advocate \$50 Monthly or \$500 Yearly	Arts Trailblazer \$100 Monthly or \$1000 Yearly

Arts Entrepreneur and Arts Supporter Levels are available as Individual OR Organization Memberships



Individual Memberships

For Individual Artists and Supporters

	Emerging Artist	Arts Partner	Arts Entrepreneur*	Arts Supporter*
Investment (Paid Monthly)	\$5	\$10	\$15	\$25
Investment (Paid Annually)	\$50	\$100	\$150	\$250
Inclusion on "Welcome New Members" section of our ArtBeat Newsletter	✓	✓	✓	✓
UPS Discounts on prints, packaging and shipping. **Valid only at Historic Uptown St. Pete and the Disston Plaza location	✓	✓	✓	✓
Link to Your Website or Portfolio on Our Website	✓	✓	✓	✓
Discounted admission to the annual Arts Business Academy 6-Week program and Arts Business Academy Summit	✓	✓	✓	✓
Access to SPAA Member Network Group	✓	✓	✓	✓
Business Listing included in Annual Printed Arts Guide at Time of Publication	✓	✓	✓	✓
Opportunity to Join ArtWalk (for eligible artist studios)		✓	✓	✓

****Arts Entrepreneur and Arts Supporter Levels are available as Individual OR Organization Memberships with no loss or change in benefits***



Organization Memberships

For Arts-Related Organizations/Businesses and Organizations/Businesses that Support the Arts

	Arts Entrepreneur*	Arts Supporter*	Arts Advocate	Arts Trailblazer**
Investment (Paid Monthly)	\$15	\$25	\$50	\$100
Investment (Paid Annually)	\$150	\$250	\$500	\$1000
Inclusion on "Welcome New Members" section of our ArtBeat Newsletter	✓	✓	✓	✓
UPS Discounts on prints, packaging and shipping. **Valid only at Historic Uptown St. Pete and the Disston Plaza location	✓	✓	✓	✓
Link to Your Website or Portfolio on Website	✓	✓	✓	✓
Discounted admission to the annual Arts Business Academy 6-Week program and Arts Business Academy Summit	✓	✓	✓	✓
Access to SPAA Member Network Group	✓	✓	✓	✓
Business Listing included in Annual Printed Arts Guide at Time of Publication	✓	✓	✓	✓
Opportunity to Join ArtWalk (for eligible studios and galleries)	✓	✓	✓	✓
15% Off Ads in Annual Printed Arts Guide			✓	✓

**Arts Entrepreneur and Arts Supporter Levels are available as Individual OR Organization Memberships*

***The Arts Trailblazer level is equivalent to the former Arts Producer level*

EMERGING ARTIST

\$5 Monthly Investment

Save With An Annual Plan: \$50 Yearly



For Individual Artists

The Emerging Artist tier is designed for students and emerging artists at all ages and experience levels. This is an accessible option for artists who want to develop their businesses and get their names into the community.

This tier emphasizes professional development, learning, and growth, making it a perfect way for interested artists to get involved with SPAA.

MEMBERSHIP BENEFITS

PROMOTION

- Inclusion on the Welcome New Members listing in our ArtBeat E-Newsletter during the first month of your membership
- Inclusion on our Welcome New Members social post during the first month of your membership
- Link to your Arts website/portfolio on our website

COMMUNITY

- Access to the St. Petersburg Arts Alliance Member Network group

PROFESSIONAL DEVELOPMENT

- Complimentary invitation to Beyond ABA, Arts Education Workshops, & Webinars
- Discounted admission to Arts Business Academy and our Arts Business Academy Summit

[**Click Here to Become an Emerging Artist Member!**](#)

ARTS PARTNER

\$10 Monthly Investment

Save With An Annual Plan: \$100 Yearly



Artist: Miss Crit (Laura Spencer)

For Individual Artists and Supporters

The new Arts Partner tier is designed to deliver some of our most popular benefits at a lower price for individual artists and supporters.

Arts Partner Members can access promotion, professional development, and community networking opportunities to empower growth, expand reach, and cultivate meaningful connections.

MEMBERSHIP BENEFITS

PROMOTION

- Listing and logo in SPAA's annual printed Arts & Culture guide at time of publication
- Inclusion on the Welcome New Members listing in our ArtBeat E-Newsletter during the first month of your membership
- Link to your arts business/portfolio on our website

COMMUNITY

- Access to the St. Petersburg Arts Alliance Member Network group

PROFESSIONAL DEVELOPMENT

- Complimentary invitation to Beyond ABA, Arts Education Workshops, & Webinars
- Discounted admission to Arts Business Academy and our Arts Business Academy Summit

[**Click Here to Become an Arts Partner Member!**](#)

ARTS ENTREPRENEUR

\$15 Monthly Investment

Save With An Annual Plan: \$150 Yearly



Craftsman House- Art Walk Participant

For Individuals OR Organizations

The Arts Entrepreneur tier is tailored to professional artists, arts organizations, and businesses who support the arts. Your Arts Entrepreneur membership includes elevated promotional opportunities, as well as discounted admission to SPAA signature events.

Do you want to increase your presence in the community while supporting the arts? Consider becoming an Arts Entrepreneur Member!

MEMBERSHIP BENEFITS

PROMOTION

- Listing and logo in SPAA's annual printed Arts & Culture guide at time of publication
- For Arts Businesses/Organizations Only: Event Listings on the SPAA Events Calendar
- For Eligible Arts Businesses/Organizations Only: Opportunity to participate in Second Saturday ArtWalk
- Inclusion on the Welcome New Members listing in our ArtBeat E-Newsletter during the first month of your membership
- Link to your arts business/portfolio on our website

COMMUNITY & EVENTS

- Access to the St. Petersburg Arts Alliance Member Network group

PROFESSIONAL DEVELOPMENT

- Complimentary invitation to Beyond ABA, Arts Education Workshops, & Webinars
- Discounted admission to Arts Business Academy and our Arts Business Academy Summit

[**Click Here to Become an Arts Entrepreneur Member!**](#)

ARTS SUPPORTER

\$25 Monthly Investment

Save With An Annual Plan: \$250 Yearly



Artist: Ya La'Ford

For Individuals OR Organizations

The Arts Supporter tier is designed for community members who love and celebrate our City of the Arts. Arts Supporter members enjoy enhanced networking opportunities through our monthly Arts Leader Happy Hour event.

Your Arts Supporter membership strengthens our City of the Arts, while enhancing your presence in the community!

MEMBERSHIP BENEFITS

PROMOTION

- Listing and logo in SPAA's annual printed Arts & Culture guide at time of publication
- For Eligible Arts Businesses/Organizations Only:
Opportunity to participate in Second Saturday ArtWalk
- Inclusion on the Welcome New Members listing in our ArtBeat E-Newsletter during the first month of your membership
- Link to your arts business/portfolio on our website

PROFESSIONAL DEVELOPMENT

- Complimentary invitation to Beyond ABA, Arts Education Workshops, & Webinars
- Discounted admission to Arts Business Academy and our Arts Business Academy Summit

COMMUNITY

- Access to the St. Petersburg Arts Alliance Member Network group

[Click Here to Become an Arts Supporter Member!](#)

NEW! ARTS ADVOCATE

\$50 Monthly Investment

Save With An Annual Plan: \$500 Yearly



Mural by The Happy Mural Project and Girl Scouts of West Central Florida

For Organizations

The new Arts Advocate tier is tailored for organizations and businesses seeking to deepen their engagement and advocate for the arts community.

Arts Advocate members enjoy enhanced promotion opportunities and recognition while also building connections and making a meaningful contribution to the development of the arts community.

MEMBERSHIP BENEFITS

PROMOTION

- Logo on our website
- Listing and logo in SPAA's annual printed Arts & Culture guide at time of publication
AND 15% Discount on Ads
- For Eligible Arts Businesses/Organizations Only: Opportunity to participate in Second Saturday ArtWalk
- Inclusion on the Welcome New Members listing in our ArtBeat E-Newsletter during the first month of your membership
- Link to your organization/business on our website

PROFESSIONAL DEVELOPMENT

- Discounted admission to Arts Business Academy and our Arts Business Academy Summit

COMMUNITY

- Access to the St. Petersburg Arts Alliance Member Network group

[Click Here to Become an Arts Advocate Member!](#)

ARTS TRAILBLAZER

\$100 Monthly Investment

Save With An Annual Plan: \$1,000 Yearly



The Pitch Competition at the ABA Summit 2024

For Organizations

Our Arts Trailblazer tier (formerly Producer) is an excellent opportunity for organizations and businesses to give back to the community in a major way. Arts Trailblazer members receive an enhanced experience with SPAA, including exclusive opportunities and promotion.

Arts Trailblazers play a pivotal role in championing our arts community and fostering its growth.

MEMBERSHIP BENEFITS

PROMOTION

- Logo on our website
- Listing and logo in SPAA's annual printed Arts & Culture guide at time of publication AND **15% Discount on Ads**
- For Eligible Arts Businesses/Organizations Only: Opportunity to participate in Second Saturday ArtWalk
- Inclusion on the Welcome New Members listing in our ArtBeat E-Newsletter during the first month of your membership
- Link to your organization/business on our website

PROFESSIONAL DEVELOPMENT

- Discounted admission to Arts Business Academy and our Arts Business Academy Summit

COMMUNITY

- Access to the St. Petersburg Arts Alliance Member Network group

[Click Here to Become an Arts Trailblazer Member!](#)



ABOUT US

The St. Petersburg Arts Alliance is YOUR Alliance. We are dedicated to supporting our entire creative community through grants, advocacy, marketing, education, wellness, and economic development.



For Our Community

ST. PETERSBURG COMPREHENSIVE ARTS STRATEGY

A city-wide strategy to support our arts & cultural community through enhanced collaboration, purposeful communication, dedicated leadership, and benchmarked progress.

SHINE MURAL FESTIVAL

A world-renowned mural festival supporting local, national and international artists while beautifying our city.

MURALS IN MIND

A mental wellness initiative that blends murals, performing arts, and technology to create immersive therapeutic experiences.

SECOND SATURDAY ARTWALK

Our monthly event bringing together studios, galleries, and other arts venues across St. Petersburg.

ARTS & CULTURE GUIDE

Our annual printed guide that provides a map of St. Petersburg's studios, galleries, performing arts venues, and more.

ARTS & ECONOMIC PROSPERITY

A yearlong study that provides the solid evidence of arts as an economic driver in St. Pete.

MUSE AWARDS

Our awards ceremony honoring local artists and arts supporters for their skill and contributions to the community.

For Our Artists

ARTS BUSINESS ACADEMY

A six-week program led by various experts developing business skills for emerging artists. Sessions focus on topics like marketing strategies, community connections, finances, and grants.

ARTS BUSINESS ACADEMY SUMMIT

A two-day conference bringing together emerging artists, community leaders, and professional artists for an in-depth professional development experience.

ARTS FOR A COMPLETE EDUCATION- ACE PINELLAS

Our committee promoting quality arts education in Pinellas County Public Schools through advocacy, connection, and engagement.

FUNDING FUTURES

Our grant program for student artists who aim to further their artistic development through arts summer camps.

GRANTS OPPORTUNITIES

Our annual grant program providing funding to local artists for community-based creative projects.

OPPORTUNITY BOARD

Our online one-stop-shop for arts resources, promoting local arts jobs, internships, auditions, grants and calls-to-artists.

PERFORMING ARTS TASK FORCE

A task force dedicated to advancing performing artists & performing arts organizations through innovative problem-solving and collaboration.



ARTS BUSINESS ACADEMY



ST. PETERSBURG ARTS ALLIANCE

St. Pete Arts Guide - Deadline Dec 9, 2026

St. Petersburg Arts Alliance members at the Arts Partner level or higher receive a complimentary listing in the Arts Guide. Over 12,000 guides are distributed yearly, with a readership of nearly 20,000 and online access of over 7,500.

Please consider the ad specifications below to ensure greater visibility!

Specifications

- Ad files must be 300 dpi.
- File formats: pdf or jpg, high resolution (300 dpi)
- No native files, such as Word, Photoshop, InDesign, Publisher, et cetera

Ad Sizes & Rates

Premium Full-Page Ad Rates

Inside Front or Back Cover: \$995

SPAA Members at the Arts Advocate Level and above receive 15% off on ads

[Become a Member](#)

To purchase an ad, fill out the form below:

[Purchase an Ad Here](#)

Full Page
8.5 in x 3.5 in

\$795

Half Page
4.125 in x 3.5 in

\$395

Quarter Page
3.5 in x 2 in

\$175