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
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.

**DEMOGRAPHICS: EVENT ATTENDEES**

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

### GENDER
- 42% MEN
- 53% WOMEN
- 5% Other

### AGE
- 28.1% 18-24
- 29.4% 25-34
- 16.5% 35-54
- 10.8% 55-64
- 9.5% 65-74

### RESIDENCE
- 55% FLORIDA
- 45% OUT OF STATE

### INCOME
- 50k-99k
- Most Common Income

### AGE
- Most Common Age: 35-54
- Other: 1.3%
- Prefer Not to Say: 3%

### SOCIAL MEDIA

- **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

- **SHINE (Season)**
  - 206,105 VIEWS/MONTH
  - 93,441 VIEWS/MONTH

- **SHINE (Off-Season)**
  - Click Here to View the SHINE Webpage!
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
Bright Spot Community Murals
Since 2015, SHINE has produced 25 community murals and special projects with local nonprofit organizations, including:

(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:

- st.petersburg
- RAYS
- BAYFRONT HEALTH
- LIGHTNING FOUNDATION
- Florida ARTS & CULTURE
- NATIONAL ENDOWMENT for the ARTS

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!
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!

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
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
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