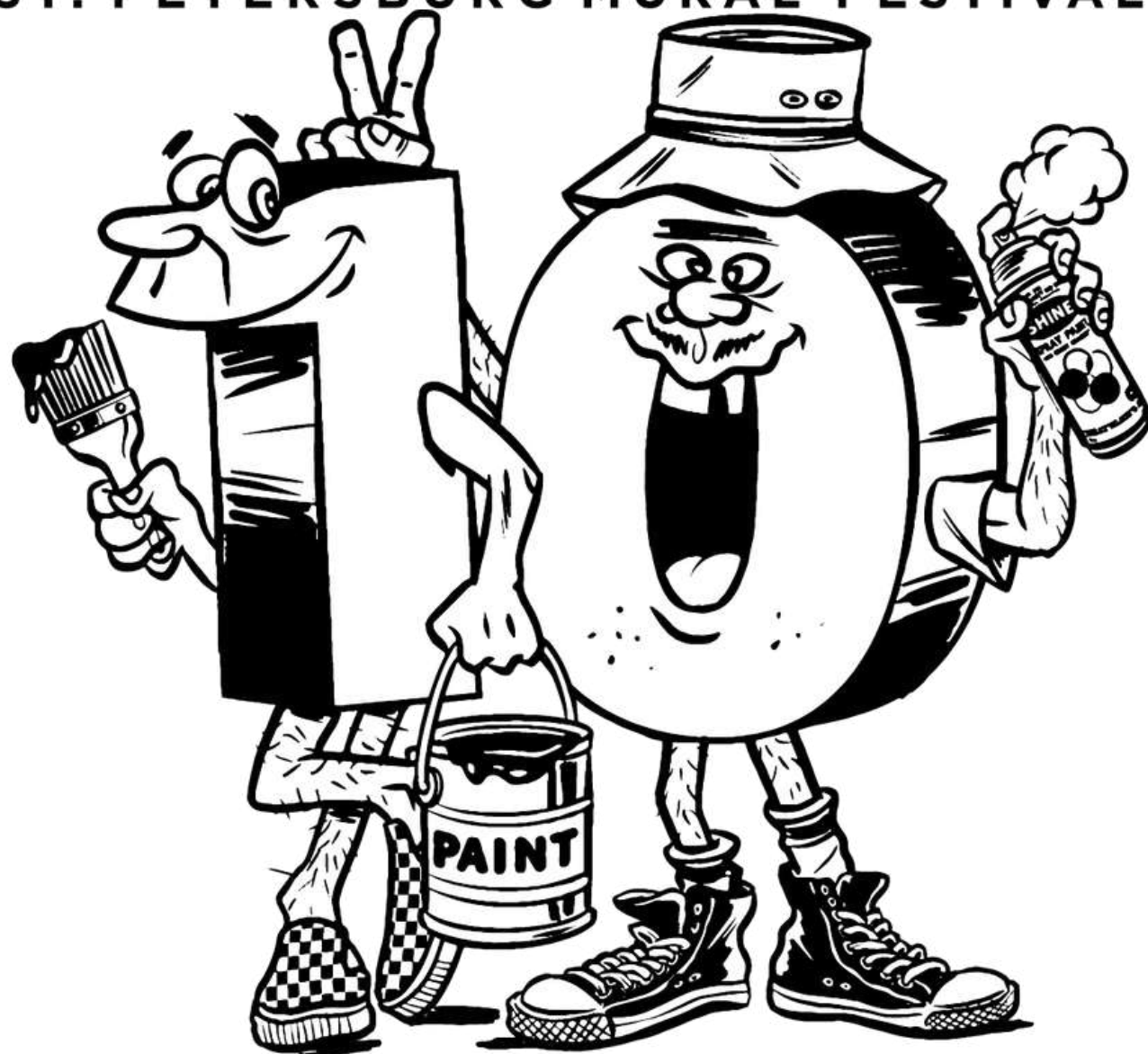


SHINE®

ST. PETERSBURG MURAL FESTIVAL



October 11-20

PRESENTED BY REFLECTION

RISE & SHINE

Presented by Reflection St. Pete, the SHINE Mural Festival celebrates its 10th Anniversary, October 11-20, 2024, with stunning large-scale murals and special events, recognizing the transformative power of a decade of public art. Join us in a community-wide event honoring the impact of mural art and artists in St. Pete.

**125+ ARTISTS
FROM 17 DIFFERENT
COUNTRIES**



**168 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**

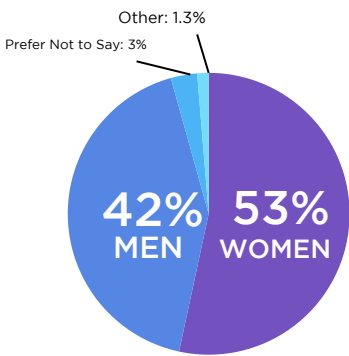


**UNITING
COMMUNITIES**

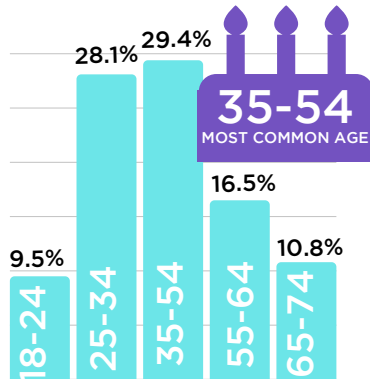


DEMOGRAPHICS: EVENT ATTENDEES

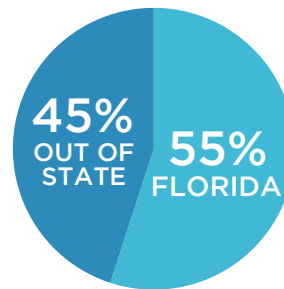
Art in public places draws a wide audience and removes barriers that often limit access to other art forms. All data is from the 2019 Economic Impact Analysis for SHINE.



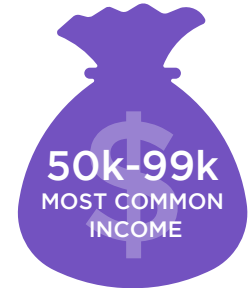
GENDER



AGE



RESIDENCE



INCOME

SOCIAL MEDIA

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

facebook @SHINEONSTPETE



62,962 REACH



15,000 FOLLOWERS



12,000 LIKES

Instagram @SHINEONSTPETE



49,195 REACH



25,000 FOLLOWERS



21,000+ Tagged photos:
#SHINEONSTPETE

WEB TRAFFIC

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



35,400
VIEWS/MONTH
(SHINE Season)

22,727 VIEWS/MONTH
(Off-Season)



SHINE | MEDIA

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

SHINE MURAL TROLLEY
TOUR SHOWCASES
ST. PETE'S STREET ART

SPECTRUM **BN**
NEWS 9

NEW STREET MURAL
ADDS COLOR AND
VIBRANCY TO CAMPUS

 UNIVERSITY of
SOUTH FLORIDA

TAKE A LOOK AT ALL
THE 2023 SHINE
FESTIVAL MURALS

 **CATALYST**

SHINE MURAL FESTIVAL
KICKS OFF THIS WEEKEND
WITH INCREDIBLE LINEUP

 **I LOVE THE BURG** ALL
THINGS GOOD.



SHINE®

IMPACT

Bright Spot Community Murals

Since 2015, SHINE has produced 30 community murals and special projects with local nonprofit organizations, including:



BOYS & GIRLS CLUB



METRO
INCLUSIVE HEALTH



girlscouts
of west central florida

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



\$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

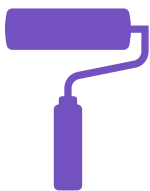
SPONSORSHIP

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:



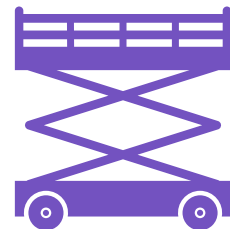
SHINE Sponsors help us:



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!

CHAMPION SPONSOR

\$35,000 SPONSORSHIP

- Logo included in printed and digital SHINE guidebook, posters and artist banners
- Clickable logo on website
- Opportunity to speak at a SHINE Event
- Opportunity to display company banner at SHINE events
- Opportunity to provide branded merch in SHINE artist welcome bags
- Continuous recognition on social media
- 15 VIP Invitations to SHINE Events
- Private Mural Trolley Tour for 20
- 15 SHINE Year 10 Coffee Table Books in 2025
- 15 SHINE Postcard Books
- 15 SHINE 2024 T-Shirts

CHAMPION SPONSOR

PRESENTING SPONSOR

\$25,000 SPONSORSHIP

- Logo included in printed and digital SHINE guidebook and artist banners
- Clickable logo on website
- Opportunity to provide branded merch in SHINE artist welcome bags
- Continuous recognition on social media
- 10 VIP Invitations to SHINE Events
- 10 seats on a SHINE Trolley Tour
- 10 SHINE Year 10 Coffee Table Books in 2025
- 10 SHINE Postcard Books
- 10 SHINE 2024 T-Shirts

PRESENTING SPONSOR

COMMUNITY SPONSOR

\$10,000 SPONSORSHIP

- Logo included in printed and digital SHINE guidebook
- Clickable logo on website
- Opportunity to provide branded merch in SHINE artist welcome bags
- Recognition on social media
- 6 VIP Invitations to SHINE Events
- 6 seats on a SHINE Trolley Tour
- 6 SHINE 2024 T-Shirts



WALL SPONSOR

\$5,000 SPONSORSHIP

- **Logo included in printed and digital SHINE guidebook**
- **Clickable logo on website**
- **1 Social Media Acknowledgement on Facebook & Instagram Stories**
- **4 VIP Invitations to SHINE Events**
- **4 seats on a SHINE Trolley Tour**
- **4 SHINE 2024 T-Shirts**



BRIGHT SPOT SPONSOR

BRIGHT SPOT SPONSOR

\$2,500 SPONSORSHIP

- **Clickable logo on website**
- **2 VIP Invitations to SHINE Events**
- **2 seats on a SHINE Trolley Tour**
- **2 SHINE 2024 T-Shirts**

ADVOCATE SPONSOR

ADVOCATE SPONSOR

\$1,000 SPONSORSHIP

- **2 VIP Invitations to SHINE Events**
- **2 SHINE 2024 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	Allison McCarthy
Michelene Everett	Jesse Miller
Jimmy Fashner	Zoe Peters
Kathryn Howd	Brian Schanck
Elaine Merritt	Stacia Schrader