

**SHINE**

**ST. PETERSBURG  
MURAL FESTIVAL**



# RISE & SHINE

Bringing over 100 **new murals** to our City of the Arts since its inception, the **SHINE St. Petersburg Mural Festival** returns for its seventh year **October 15-24, 2021** showcasing vibrant special events and inspiring public murals by a diverse group of artists from around the world.

**85+ ARTISTS**  
FROM 15 DIFFERENT COUNTRIES

**105 NEW MURALS**  
CREATED SINCE 2015

**25+ ART EVENTS**  
THROUGHOUT ST. PETE

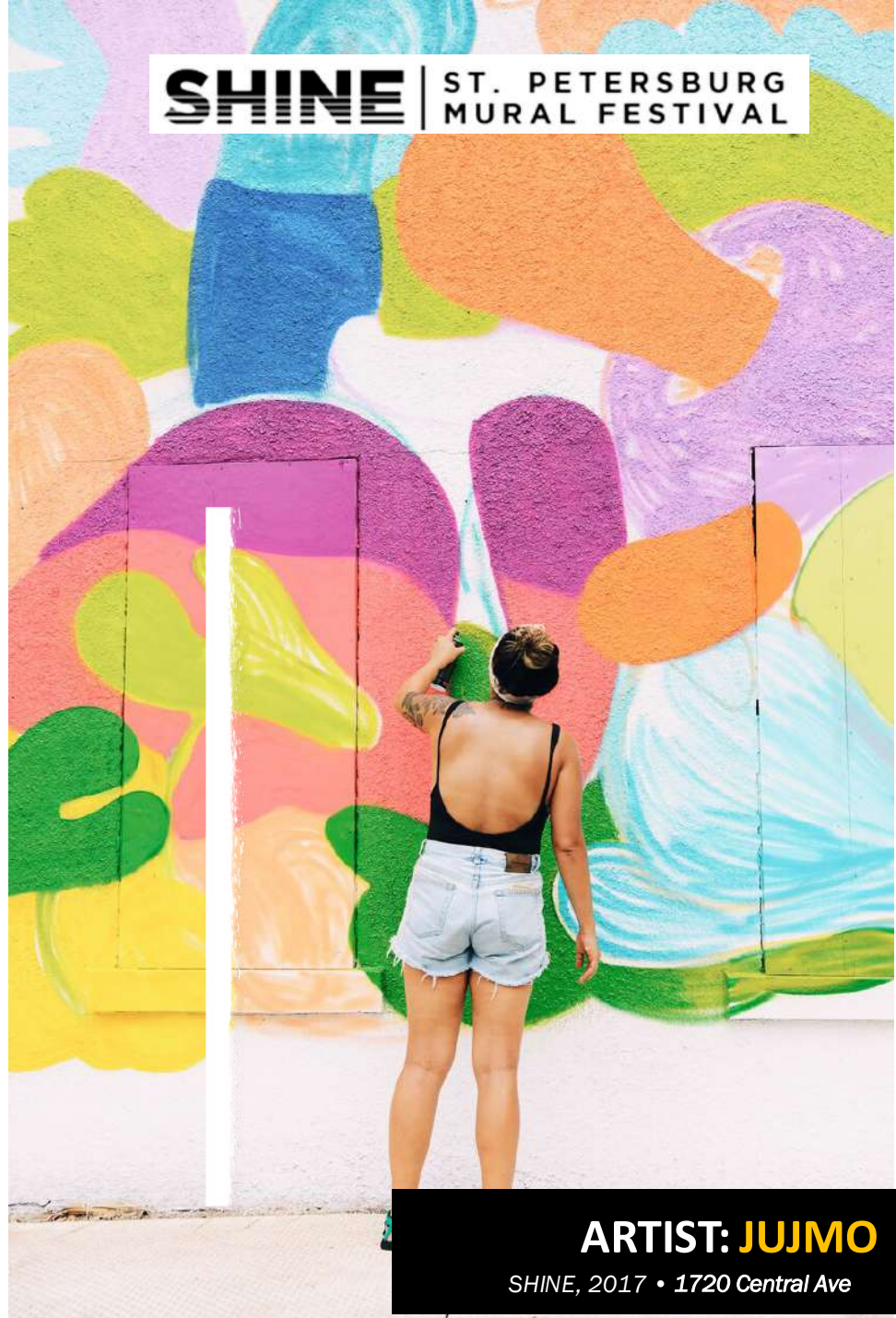


# SHINE

## FESTIVAL INTRODUCTION

Led by local artists and community members, **SHINE** is a project intended to illuminate the power of art in public spaces by revitalizing areas, inspiring dialogue, and uniting communities—all while cultivating new standards of artistic excellence and reflecting St. Petersburg's creative spirit.

**SHINE** | ST. PETERSBURG  
MURAL FESTIVAL



**ARTIST: JUJMO**

SHINE, 2017 • 1720 Central Ave





**SHINE** | MEDIA

**SHINE** | ST. PETERSBURG  
MURAL FESTIVAL

PUBLICATION & MEDIA REACH

*SHINE has gained wide recognition in local, regional and global media markets:*

**JUXTAPOZ**  
ART & CULTURE MAGAZINE

**The New York Times**

AMERICAN  
WAY

**HUFFPOST**

**HI-FRUCTOSE**  
MAGAZINE

**CREATIVE  
LOAFING**

HOUSTON  
CHRONICLE

**NO  
CURE**  
MAGAZINE

Tampa Bay  
**Times**

theguardian

**where**

TAMPA BAY  
**METRO**







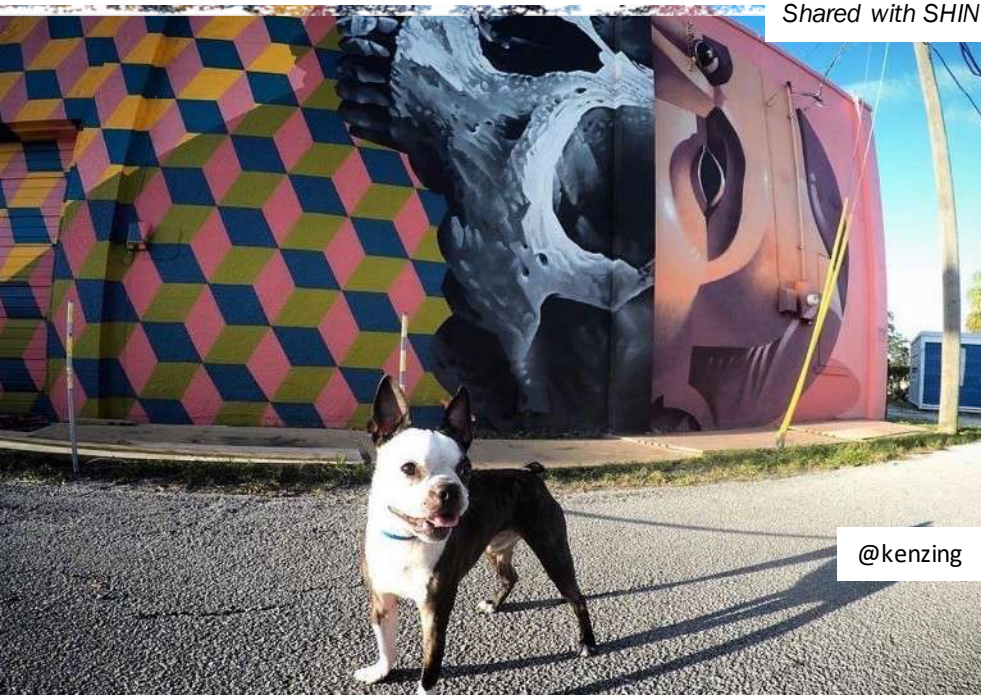
@silvanamaria\_



@maxgarcia



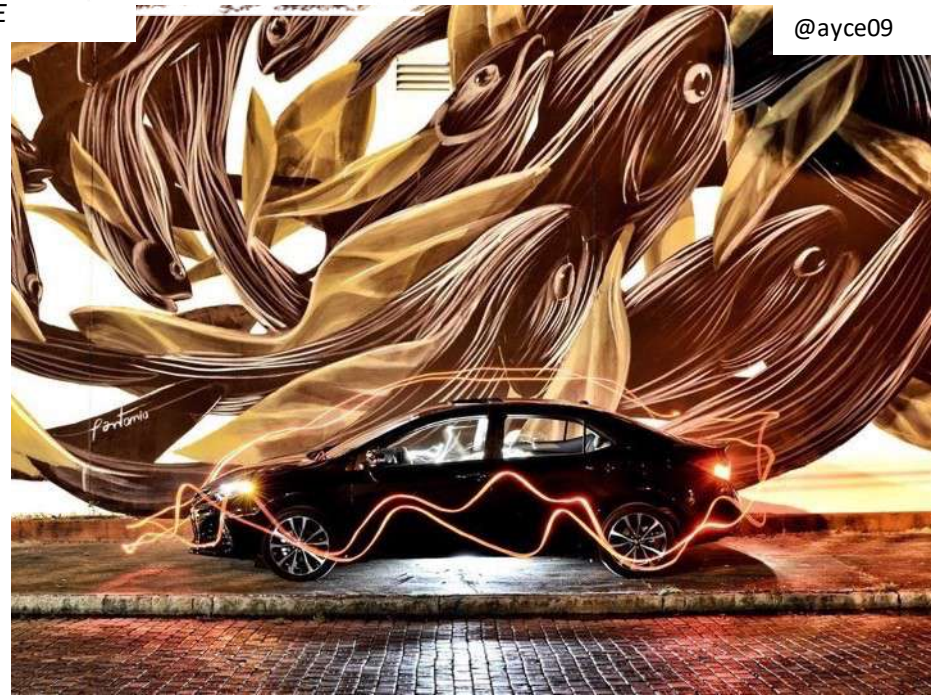
@johnthejunky



@kenzing

#SHINEONSTPETE

Shared with SHINE



@ayce09



2020

# SHINE | MEDIA

PUBLICATION & MEDIA REACH

FACEBOOK @SHINEONSTPETE

11K

Followers

651K

Post Impressions

38K

Engaged Users

21K

Post Likes

1,000

Post Comments

2,300

Post Shares

INSTAGRAM @SHINEONSTPETE

21K

Followers

42K

Post Likes

1,000+

Comments

15,000+

Tagged photos for #SHINEONSTPETE





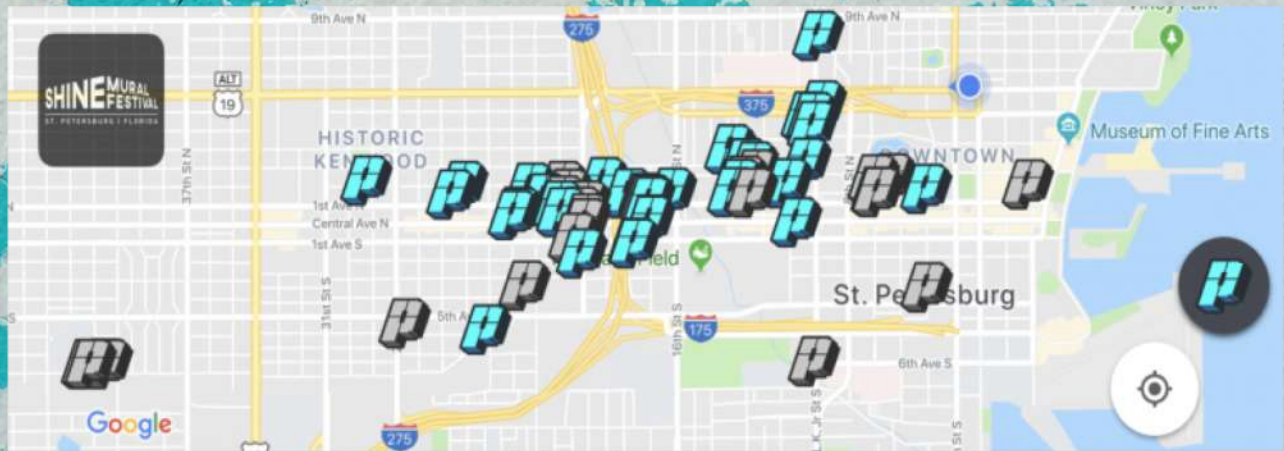
# LOOKING FOR MURALS?

THIS FREE APP  
IS ALL YOU NEED

# PIXELSTIX



PixelStix technology allows mural visitors to further engage with the art by learning more about the mural and artist. St. Petersburg murals are the first worldwide equipped with this technology. The SHINE audio tour is also accessible through PixelStix.



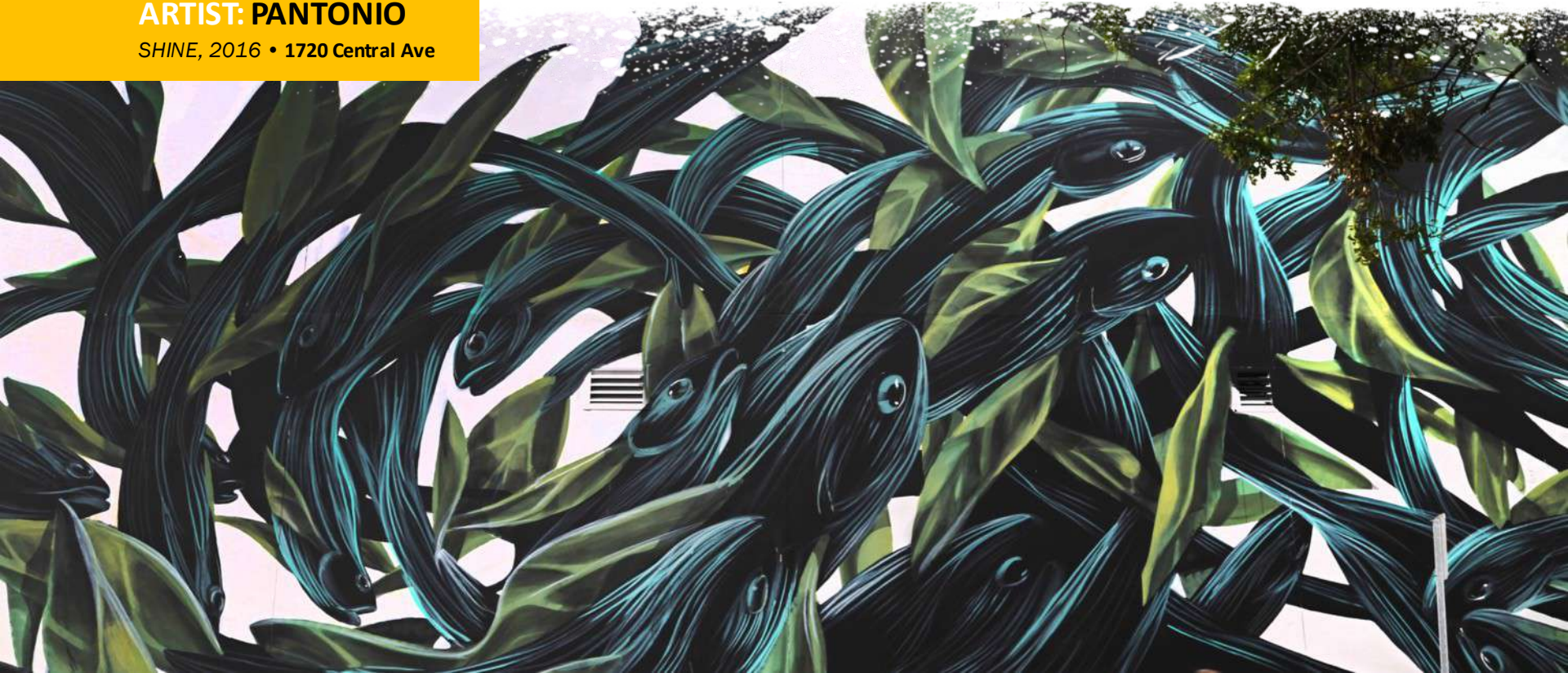


# SHINE 2021

This fall, SHINE will once again brighten the city streets of St. Petersburg, Florida, with a curated, open-air museum showcasing large-scale murals painted by world-renowned artists in downtown and surrounding art districts.

**ARTIST: PANTONIO**

SHINE, 2016 • 1720 Central Ave





# SHINE SPONSORSHIP

## BRIGHT INVESTMENTS

SHINE has a radiating impact on our community, and we know that meaningful partnerships make all the difference. Direct support as well as in-kind support is needed to secure travel, purchase materials, rent lifts and scaffolding.

Supporting SHINE presents a unique opportunity to build stronger community ties, promote your business in the process and be intimately associated with one of the most exciting public art events in Florida. Invest in this week, benefit all year!

**ARTIST: APEXER**

SHINE, 2016 • 965 Central Ave



## 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.**

- Sole sponsor at this level: SHINE Mural Festival 2021 Sponsored by \_\_\_\_\_
- Acknowledgement in recorded story narration. "SHINE 2021 was sponsored by Sponsor name"
- 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
- Invitations to any opening/closing events
- Opportunity to provide branded merch in SHINE artist welcome bags
- Private narrated mural trolley tour for 20
- And of course! SHINE 2021 T-shirts - 10

TITLE SPONSOR



**ARTIST: TATIANA SUAREZ**

SHINE, 2020 • 250 2<sup>nd</sup> Ave SE



## PRESENTING SPONSOR

\$25,000 SPONSORSHIP

**Be the reason St. Petersburg shines! Art in public spaces is transforming our city into an art destination recognized around the world.**

- Corporate logo included on all printed material, advertising, website, posters and banners
- Acknowledgement in recorded story narration. "This SHINE mural was created with support from Presenting Sponsor [Sponsor Name]"
- Recognition on SHINE web pages
- Opportunity to display company banner at all Shine events and receptions
- Invitations to any opening/closing events for the Shine Mural Festival
- Opportunity to speak at the Opening Reception
- Opportunity to provide branded merch in SHINE artist welcome bags
- Private narrated mural trolley tour for 20.
- SHINE 2021 T-shirts - 10.

**SHINE** | ST. PETERSBURG  
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**ARTIST: DASIC**

SHINE, 2016 • 1720 Central Ave



## COMMUNITY SPONSOR

\$10,000 SPONSORSHIP

**At the core of SHINE is the community that supports it. Community projects to engage and inspire create a sense of belonging and deepen our shared connection to St. Petersburg.**

- Your logo placed in all promotions
- Recognition across social media
- Acknowledgement in recorded story narration.  
"This SHINE wall was sponsored by..."
- Invitations to any opening/closing events
- Guided Bike Tour for 10
- Guided Trolley Tour for 10
- 2021 T-shirts - 10



**SHINE** | ST. PETERSBURG  
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**ARTIST: CECILIA LUEZA**

SHINE, 2016 • Central Ave & 5th St



## OPEN CALL SPONSOR

**\$5,000 SPONSORSHIP**

**We believe in highlighting the talent of our local artists and the Open Call does exactly that.**

- Opportunity to sponsor the Open Call Wall
- Corporate logo included in all printed material, advertising, website, and posters
- Four tickets to any opening/closing events
- Mural trolley tour for four guests.
- 2021 T-shirts - 2

**SHINE** | ST. PETERSBURG  
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**ARTIST: NNEKA JONES**

SHINE, 2020 • 1957 1<sup>st</sup> Ave South



## WALL SPONSOR

**\$5,000 SPONSORSHIP**

**Our SHINE artists are making history out in the streets of St. Petersburg, and here is your chance to be a part of it!**

- Corporate logo included in all printed material, advertising, website, and posters
- Four tickets to any opening/closing events
- Mural trolley tour for four guests.
- 2021 T-shirts - 2

**SHINE** | ST. PETERSBURG  
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**ARTIST: PIXEL PONCHO**

SHINE, 2016 • 1701 3rd Ave S, St.



## BRIGHT IDEAS 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 our local talent.**

- Corporate logo in all printed material, advertising, website, and posters
- Two tickets to any opening/closing events
- Mural trolley tour for two guests
- 2021 T-shirts - 2

**SHINE** | ST. PETERSBURG  
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**ARTIST: ALI VASQUEZ W/ TODD FRAIN**

SHINE, 2016 • 2910 1st Ave N



## SUPPORT SPONSOR

\$1,000 SPONSORSHIP

**Nothing great happens without the support of a dedicated team.**

- Two tickets to any opening/closing events
- Mural trolley tour for two guests
- 2021 T-shirts – 2

**SHINE**

ST. PETERSBURG  
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LUNCH BUNCH SPONSOR

## LUNCH BUNCH SPONSOR

\$250 SPONSORSHIP

**Artist hospitality is what SHINE is known for. We support local restaurants while fueling artists for long days of painting!**

- Recognition on social media
- 2021 T-shirt – 1

**SHINE** | ST. PETERSBURG  
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**ARTIST: BEKKY BEUKES**

SHINE, 2018 • 1101 1<sup>st</sup> Ave N



Made up of local artists and community members, SHINE is an art project, intended to illuminate the power of art in public spaces by revitalizing areas, inspiring dialogue and uniting our community—while cultivating new standards of artistic excellence and reflecting St. Petersburg’s creative and vibrant spirit.

**Produced by:** St. Petersburg Arts Alliance (John Collins, Executive Director)

**Associate Director:** Jenee Priebe

**OPERATIONS:**

Kathryn Howd / Stacia Schrader / Lynn Goodwin

**CURATION:**

Michelle Tannu, Chad Mize

**FINANCE & SPONSORSHIP:**

John Collins / Stacia Shrader / Wayne Atherholt

**MARKETING / MEDIA:**

Michelle Tannu / Mitzi Gordon / Jimmy Fashner / Sara Maudlin

**EVENTS & EXHIBITIONS:**

Diana Bryson, Amanda Cooper, Carlos Culbertson, Jessica Durham, Michelene Everett, Allison McCarthy



The St. Petersburg Arts Alliance Inc. is recognized by the Internal Revenue Service as a non-profit charitable 501(c)3 organization. The Arts Alliance advocates for the arts; empowering artists, arts organizations and creative businesses to work collaboratively and drive arts-related economic development in St. Petersburg. SPAA is honored to collaborate with the Office of Cultural Affairs, CraftArt and our talented artists.

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# JOIN US IN OCTOBER!

**SHINEONSTPETE.COM**

@shineonstpete | #shineonstpete

**SPONSORSHIP & GENERAL INQUIRES**

[Jene@StPeteArtsAlliance.org](mailto:Jene@StPeteArtsAlliance.org)

