



HATS OFF

TO PERFORMING ARTS

SPAA HONORS MELISSA SEIXAS

APRIL 24, 2022

PLEASE JOIN US FOR AN ELEGANT BRUNCH AND
GARDEN PARTY AT THE RUTLAND-FARLEY ESTATE

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The St. Petersburg Arts Alliance (SPAA) invites you to our inaugural Garden Party Brunch to celebrate the impact of the arts on the growth of our city. Join us in honoring Melissa Seixas, Duke Energy's State President in Florida, as SPAA's Arts Advocate of the Year. The celebration will promote continued support of programs and resources for local artists and arts institutions that ignite creativity, community, and prosperity.

Proceeds from this inaugural event will provide support for:

- Arts Education - in school and after school
- Conducting workshops and education sessions for artists, non-profits and creative businesses
- Increasing impact with our job opportunity board and supporting SPAA's Second Saturday ArtWalk
- Producing ArtBeat - a unique e-newsletter with opportunities for artists, non-profits and creative businesses
- Expanding SHINE, SPAA's Annual International Mural Festival
- Building capacity for SPAA to carry out its mission



Hats Off to Performing Arts encourages all of our guests to don a fantastic hat that speaks to their own creative genius. Special prizes will be awarded to the "Most Beautiful," "Most Creative," and "Most Humorous" hat.

Sponsor & Guest Reception

A VIP experience like no other will commence at 11:00 am at the Rutland-Farley Mansion. Event Sponsors and guests will meet and mingle while enjoying special live performances, and brunch-inspired hors d'oeuvres and beverages. Your experience begins with live theatrical performances, movement, and musical performances throughout the beautiful gardens overlooking the bay. Enjoy gourmet bites and beverages, discover why performing arts are so critical to St. Pete and uncover opportunities to support SPAA's work for all the arts in our community, and most importantly, the honoring of Melissa Seixas, Arts Advocate of the Year!

Sponsor Benefits

An investment in SPAA's Garden Party is ideal for individuals, businesses, or organizations that are established or emerging supporters of the arts and our community. Brand exposure will be amplified through social media outreach and collaborative marketing, among the St. Petersburg Arts Alliance, St. Petersburg's five arts districts, the City of St. Petersburg, and the St. Petersburg Area Chamber of Commerce. Sponsors will receive advance marketing and publicity.

We are committed to keeping our community safe!

Hats Off to Performing Arts will be held outside. We will exercise all appropriate precautions in regards to the Coronavirus.

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Levels and Benefits

LEADING ROLE PARTNERS: \$25,000

- 12 Tickets for the Garden Party VIP Reception & Event
- Industry category exclusivity
- Sponsor recognition on social media and logo/link on SPAA website
- "Presented by" your name on all promotional materials for the Garden Party
- Logo inclusion on all promotional materials

CENTER STAGE PARTNERS: \$10,000

- 10 Tickets for the Garden Party VIP Reception & Event
- Recognition at event
- Sponsor recognition on social media and logo/link on SPAA website for one year

LIMELIGHT PARTNERS: \$5,000

- 8 Tickets for Garden Party VIP Reception & Event
- Recognition at event
- Sponsor recognition on social media promotion and logo/link on SPAA website

ENCORE PARTNERS: \$2,500

- 6 Tickets for Garden Party VIP Reception & Event
- Recognition at event
- Sponsor recognition on social media promotion and logo/link on SPAA website

PARTY PARTNER: \$1,000

- 4 Tickets for Garden Party VIP Reception & Event
- Recognition at event
- Sponsor recognition on social media promotion and logo/link on SPAA website



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Sponsorship Form

Contact Name: _____

Business: _____

Address: _____

City, State, Zip: _____

Email: _____

Contact Phone Number: _____

Please check your level of support:

Sponsor Level (11:00 AM Arrival)

___ Leading Role Partner: \$25,000

___ Encore Partner: \$2,500

___ Center Stage Partner: \$10,000

___ Ensemble Partner: \$1,000

___ Limelight Partner: \$5,000

___ VIP Ticket: \$175 per person

Pay online at stpeteartsalliance.org/gardenparty, or send your remittance with this printed form.

Enclosed is my check to the St.Petersburg Arts Alliance: \$_____

Please charge my ___ Visa ___ Mastercard ___ American Express card

Card Number: _____ CSV: _____ Expiration date: _____

Signature _____

Mail to: St. Petersburg Arts Alliance, 100 Second Ave N, Ste 150, St. Petersburg, FL 33701

For any questions, please contact Terry Marks at terry@stpeteartsalliance.org or visit our website at:

stpeteartsalliance.org/gardenparty

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