



# GUIDE TO **PART**NERSHIP

2023-2024 SALES KIT



## OUR VISION

The Cultural Arts Alliance envisions a thriving Walton County where everyone experiences the power of the Arts.

## OUR MISSION

To foster creativity in Walton County through the inclusive and collaborative advancement of the Arts.

# MORE THAN 30 Years of Creativity in Walton County

## WHO WE ARE

The Local Arts Agency that brings creative programs and services to Walton County's 80,000 residents and 5 million annual visitors.

## WHAT WE DO

Enrich our community through the production and presentation of world-class Arts and culture experiences.

## WHAT WE OFFER

Collaborative partnerships that provide opportunities for branding, access, and mission alignment.

**PARTNERSHIP SETS YOUR BUSINESS APART, TELLS YOUR COMPANY'S STORY & ENGAGES NEW CUSTOMERS WHILE HELPING THE CAA CREATE IMPACT, INNOVATION AND SUPPORT FOR...**



### ARTS EDUCATION

We foster lifelong learning through presentation of Arts educational programs for students of all ages and skill levels.



### ECONOMY

The three-day 30A Songwriters Festival alone makes a \$7 million impact on our local economy.



### FUNDING

The CAA provides ongoing funding and support for artists, organizations and schools. We provide artists with opportunities for exhibition, commerce and development.

## We're proud to be YOUR cultural agency!

# FOUR WAYS TO PARTNER

## 1.

### **FIXED SPONSORSHIP OPPORTUNITIES:**

Know what you want? Our Signature Events can support your company's objectives.

## 2.

### **A LA CARTE OPPORTUNITIES:**

Explore new opportunities with our ever-growing programs and initiatives, including Visual Art, Arts Education, Public Art, Social Programs, and more.

## 3.

### **ALWAYS-ON OPPORTUNITIES:**

Enjoy the benefits of year-round visibility.

## 4.

### **MEMBERSHIP OPPORTUNITIES:**

Join Over 900 Art Lovers. The CAA relies on member support to provide cultural enrichment to our growing community through ongoing cultural events and programs.

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*what people are saying* ABOUT US

“

Guided by the Cultural Arts Alliance, Walton County has emerged as THE premier destination in NW Florida for world-class artistic events and programs. Their contributions are enormously impactful and are valued by members of our local community and travelers alike. Our company is grateful for the opportunity to be involved with an organization that is infusing our market with a heightened sense of creative appreciation, which directly inspires additional visitors to explore our area throughout the year.

”

- Richard Olivarez, Director of Marketing  
OCEAN REEF RESORTS

“

“The CAA has consistently been a supportive friend to ECTC. Their partnership in helping us reach the children of our community goes beyond the vital grant money and includes their unbridled passion for the benefits children experience with the arts. This type of collaboration is at the heart of everything ECTC does. We are more effective as an arts community when we work together. By supporting ECTC, CAA is helping to ensure that the quality of life for our children and our community will continue to improve.”

”

- Nathanael Fisher, Producing Artist Director  
EMERALD COAST THEATRE COMPANY



# 1. FIXED SPONSORSHIP OPPORTUNITIES SIGNATURE EVENTS



30A SONGWRITERS FESTIVAL

Since its inception in 2010, it has become the biggest and most prestigious songwriters festival in the southeast and has won many national accolades with sell-out crowds every year. Over 250 artists perform over the four day weekend in 30+ venues, all located along the 30A resort corridor on the Gulf of Mexico in Northwest Florida. Six acts headline the outdoor main stage on Saturday and Sunday each year of the Festival.



ARTSQUEST FINE ARTS FESTIVAL

Held in Grand Boulevard Town Center, ArtsQuest is a juried show that includes artists in the categories of Ceramics, Fiber, Glass, Jewelry, Metal, Mixed Media, Oils & Acrylics, Original Digital Art, Photography, Sculpture, Wood and Works on Paper (Watercolor, Printmaking, Pastels, Pencils, Ink). ArtsQuest awards \$10,000 in cash prizes.



ART MONTH WALTON COUNTY

Art Month is an initiative of the Cultural Arts Alliance of Walton County with the purpose of bringing communities, organizations and businesses together to present quality arts and entertainment to the community. Spanning the month of May, Art Month features visual, performing, and literary arts programming in diverse formats and in various venues throughout Walton county.



FLUTTERBY ARTS FESTIVAL

Each year Flutterby celebrates the migration of the Monarch butterfly through our area with children's art activities, live music, theatre and dance performances, student art exhibits, a butterfly parade and more! Held at Watersound® Origins Town Center, this event is a two-fold celebration including The Watersound® Monarch Art Trail (MAT) which highlights 8 outdoor sculpture project along the bike path that connects Highways 98 and 30A.



UNDER THE SEA FUNDRAISING EVENT

Under the Sea is a fundraising event to benefit the Underwater Museum of Art (UMA). The UMA is the first presentation of the Cultural Arts Alliance's 'Art in Public Spaces' program and augments South Walton Artificial Reef Association's mission of creating marine habitat and expanding fishery populations while providing enhanced creative, cultural, economic and educational opportunities for the benefit, education and enjoyment of residents, students and visitors in South Walton.



VALENTINE TOUR OF HOMES

Valentine's weekend typically means romantic dinners and flowers for most, but for Walton County residents and visitors alike, it also signals the highly anticipated annual Valentine Tour of Homes. The event is known for showcasing stunning interiors, architecturally acclaimed homes and picturesque settings bringing inspiration to tour goers' winter weekend at the beach. Fall in love with some of Walton County's most interesting homes while raising funds for the CAA's Art For All program.

**Signature Events Sponsorship Deck Available Upon Request**

E-mail Gabby Callaway: [Gabby@CulturalArtsAlliance.com](mailto:Gabby@CulturalArtsAlliance.com)

# 2. SPONSORSHIP OPPORTUNITIES PROGRAM PARTNER OPPORTUNITIES



**DIGITAL CREATIVE CAMPUS  
ART ON DEMAND LIVE**

We believe the Arts should be accessible to all, and through technology and innovation, the CAA can break down geographic & accessibility barriers while being a resource to our partners and bringing national attention to our creative community with our new Digital Creative Campus. We will offer a series of arts related virtual learning opportunities consisting of classes, demonstrations, and other learning events led by creative professionals.



**FUNDRAISERS & SPECIAL EVENTS**

Pearl Party commemorates the celebration of honoring our history and toasting our future. Focused on rallying our supporters, volunteers, and artists together, it is a time to gather with all Arts Enthusiasts. An artist-market is on display during the event for items to be purchased. In the same vein of rallying together, the CAA will unroll its Creative Cafe monthly programming inspired to connect creatives and businesses in various venues throughout the county to engage, collaborate, and fuel their creativity.



**HEALING ARTS PROGRAMS**

An arm of the CAA programming is dedicated to healing through the arts. The CAA is growing this component with several partners throughout the county including the Boys & Girls Club, the Walton Correctional Institute which includes both an Art and Songwriting program taught by instructors. The Sexual Assault Program is the newest Healing Arts addition.



**MIRAMAR BEACH  
CREATIVE CAMPUS**

The Foster Gallery is an artist collective led by the Cultural Arts Alliance of Walton County and features more than a dozen local artists on a seasonally rotating basis. Fêtes are hosted the first Friday of each month to shine a spotlight on artists featured in the Gallery's rotations and special exhibits. Various Miramar Beach Creative Campus programs such as monthly Art-O-Logy Cocktail & Canvas Classes offer opportunities to learn something new from local artists.



**UNDERWATER MUSEUM OF ART**

The CAA and South Walton Artificial Reef Association (SWARA) join two of Walton County, Florida's most beloved attractions – the arts and the Gulf of Mexico. The UMA is North America's first underwater permanent sculpture exhibit. The commissioned sculptures quickly attract a wide variety of marine life and, over time, metamorphize into a living reef. This eco-tourism attraction, including 40 sculptures, not only entices art lovers and divers from around the country and around the globe, it provides a much-needed habitat for local marine life and fisheries.



**US HWY 98 UNDERPASS**

In partnership with Scenic Walton, Visit South Walton, Walton County Board of County Commissioners, and the Florida Dept. of Transportation, and with support by the National Endowment for the Arts, the CAA will install 3 sculptures, 10 murals and a public piano to be incorporated into the U.S. Hwy. 98 Underpass located at Inlet Beach. This project will be the first pedestrian and cyclist underpass to be constructed in the county and will be located at the corners of Highways 98 and 30A, both designated scenic corridors.

**Partner Program Opportunities are Customizable**

E-mail Gabby Callaway: [Gabby@CulturalArtsAlliance.com](mailto:Gabby@CulturalArtsAlliance.com)



# 3.

## SPONSORSHIP OPPORTUNITIES ALWAYS-ON TIERS

### TIER 1: \$20,000 (\$26,680 Value)

#### Advertising:

- Full-page, color ad in #ArtMatters Publication (x3) including digital format
- Art Matters Email newsletter ad (x3)
- Episode sponsor for online learning hub
- Year round banner ad on Art Matters blog

#### Branding:

- Credit as a partner in all event press releases
- Logo on all event posters/sponsor pages (print & digital), websites/phone app/onsite event signage
- 6 social media tags with co-created content
- Art Matters Email partner feature
- Signature Level Partner (Opportunity to upgrade to higher or specific 30A Songwriters Festival partner levels)
- UMA Sculpture Sponsor

#### Experience:

- 4 VIP weekend passes to 30A Songwriters Festival or 8 general admission tickets
- 2 tickets to Valentine Tour of Homes
- Table for 8 for Under The Sea Fundraiser Party
- 2 UMA deployment invites, Invitation to UMA deployment after-party
- Credit as a business level CAA member and corresponding benefits
- Opportunity to place item in Artist Swag bag for 30A Songwriters Festival

### TIER 2: \$12,000 (\$16,576 Value)

#### Advertising:

- 1/2 page color ad in #ArtMatters Publication (x3) including digital format
- Art Matters Email newsletter ad (x2)
- 6 month banner ad on Art Matters blog

#### Branding:

- 30A SWF Signature Level Partner
- UTS Table Sponsor
- Credit as a partner in all event press releases
- Logo on all event sponsor pages (print & digital), websites/phone app/onsite event signage
- 3 social media tags with co-created content

#### Experience:

- 2 VIP weekend passes to 30A Songwriters Festival or 4 general admission tickets
- 2 tickets to Valentine Tour of Homes
- 4 tickets for Under The Sea Fundraiser Party
- Invitation to UMA deployment after-party
- Credit as a business level CAA member and corresponding benefits
- Opportunity to place item in Artist Swag bag for 30A Songwriters Festival

### TIER 3: \$8,000 (\$10,553 Value)

#### Advertising:

- 1/2 page color ad in #ArtMatters Publication (x3) including digital format
- Art Matters Email newsletter ad (x1)

#### Branding:

- Credit as a partner in all event press releases
- Logo on all event sponsor pages (print & digital), websites/phone app/onsite event signage
- 3 social media tags with co-created content

#### Experience:

- 2 general admission tickets to 30A Songwriters Festival
- 2 tickets to Valentine Tour of Homes
- 2 tickets for Under The Sea Fundraiser Party
- Invitation to UMA deployment after-party
- Credit as a business level CAA member and corresponding benefits

# 4. MEMBERSHIP OPPORTUNITIES

## JOIN OVER 900 ART LOVERS



### JOIN, RENEW, or UPGRADE YOUR MEMBERSHIP

Help us sustain our ability to support our creative community! As a non-profit membership organization, the CAA relies on member support to fund children’s art education, student scholarships, and arts grants and to provide cultural enrichment to our growing community through ongoing cultural events and programs. By becoming a member, you’re supporting local artists and fostering creative opportunities for Walton County. Experience all the benefits of being a member of Walton County’s leading arts organization!



**SCAN to View**  
Membership Options

### VOLUNTEER OPPORTUNITIES

Nearly 1,000 volunteers are needed each year to help the CAA accomplish our mission. Volunteer opportunities exist in many areas, from administrative to logistics to production and beyond. In addition to CAA’s annual signature events, opportunities exist throughout the year for your business and colleagues to volunteer with initiatives such as Art in Public Spaces, CAA fundraising, publicity, and art workshops.



**Does your business have grant opportunities?**

E-mail Gabby Callaway: [Gabby@CulturalArtsAlliance.com](mailto:Gabby@CulturalArtsAlliance.com)



# SPONSORSHIP EXAMPLES

Logo Visibility at Signature Events



**UPCOMING EVENTS**  
MARK YOUR CALENDARS FOR THESE SIGNATURE EVENTS!  
Learn More at [CulturalArtsAlliance.com/signature-events](http://CulturalArtsAlliance.com/signature-events)

Logo on 30A Songwriters Festival App



Nov 13, 2022



Jan 13-16, 2023



Feb 11-12, 2023

## YOUR AD HERE



#ArtMatters Publication Half-Page Ad

Logo on Digital Creative Campus



# SPONSORSHIP EXAMPLES

30A Songwriters Festival Swag Bag



ArtsQuest Fine Arts Festival Banner Sponsorship



UMA Sculpture Sponsorship



Multi-year commitments will receive a 10% - 15% discount.\*

**2 years:**  
10% off total sponsorship

**3 years:**  
15% off total sponsorship

\*Available for all option levels.

Art on Demand LIVE at ArtsQuest Fine Arts Festival

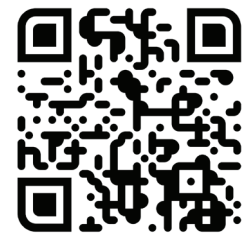


# PAST/CURRENT ART PARTNERS

360 BLUE  
 30A 10K & FUN RUN  
 30A COMPANY  
 30A VACAY  
 723 WHISKEY BRAVO  
 AJ'S GRAYTON BEACH  
 ALLISON WICKEY STUDIO GALLERY  
 ALYS BEACH  
 THE ALYS FOUNDATION  
 AMERICANA MUSIC ASSOCIATION  
 ASCAP  
 BUD & ALLEY'S  
 BUD & ALLEY'S PIZZA BAR  
 CENTENNIAL BANK  
 CENTRAL SQUARE RECORDS  
 CLAY 30A GARDEN & POTTERY  
 COURTYARD MARRIOTT  
 GRAND BOULEVARD  
 CPC OFFICE TECHNOLOGIES  
 COCA-COLA BOTTLING COMPANY  
 COURTNEY SIMPSON  
 STATE FARM AGENCY  
 DESTIN JEEP RENTALS  
 DUGAS FAMILY FOUNDATION  
 EMERALD COAST LUXURY  
 TRANSPORTATION  
 EMERALD COAST MAGAZINE  
 EMERALD COAST WINE & SPIRITS  
 EMERALD GRANDE AT  
 HARBORWALK VILLAGE  
 ENTERPRISE  
 FIRST NATIONAL BANK  
 FISHER'S FLOWERS & EVENTS  
 STATE OF FLORIDA, DEPARTMENT  
 OF STATE, DIVISION OF CULTURAL AFFAIRS  
 AND THE FLORIDA COUNCIL  
 ON ARTS AND CULTURE  
 GALATI YACHT SALES

GRAND BOULEVARD  
 GRAYTON BEER COMPANY  
 GRAYTON BEER BREWPUB  
 HEART'S BLUFF MUSIC PUBLISHING  
 HIBISCUS COFFEE & GUEST HOUSE  
 HILTON SANDESTIN BEACH  
 GOLF RESORT & SPA  
 HYATT PLACE SANDESTIN  
 AT GRAND BLVD.  
 JUSTIN GAFFREY GALLERY  
 KOAST BUILDERS  
 LINDSEY & COLBY CANNON  
 MERRILL LYNCH  
 MORNING STAR FOUNDATION  
 NATIONAL MUSIC  
 PUBLISHERS ASSOCIATION  
 NORTHWEST FLORIDA BEACHES  
 INTERNATIONAL AIRPORT  
 NORTHWEST FLORIDA DAILY NEWS  
 OCEAN REEF VACATION RENTALS  
 OLD FLORIDA FISH HOUSE  
 OLD SEAGROVE FAMILY VACATIONS  
 THE OXFORD AMERICAN  
 PESCADO  
 RECORDING ACADEMY, ATLANTA  
 CHAPTER (NARIS)  
 REDFISH TACO  
 RESIDENCE INN BY MARRIOTT  
 RESORTQUEST BY WYNDHAM  
 VACATION RENTALS  
 ROSEMARY BEACH INN  
 ROSEMARY BEACH REALTY &  
 COTTAGE RENTALS  
 ROSEMARY BEACH MERCHANTS  
 SHUNK GULLEY AND GULLEY  
 AMPHITHEATER AT GULF PLACE  
 SOUTH WALTON ARTIFICIAL  
 REEF ASSOCIATION

SOUTHERN VACATION RENTALS  
 ST. JOE CLUB & RESORTS  
 STINKY'S FISH CAMP  
 SILVER SANDS PREMIUM  
 OUTLETS  
 SOWAL  
 THE BAY  
 THE BEACHCOMBER  
 THE DONUT HOLE  
 THE HUB  
 THE PEARL  
 THE POINTE ON 30A  
 THE REEFMAKER /  
 WALTER MARINE  
 THE REP THEATRE  
 THE ROSEMARY  
 BEACH INN  
 TITO'S HANDMADE VODKA  
 TREBEACHÉ  
 VISIT FLORIDA  
 VISIT SOUTH WALTON  
 VUE ON 30A  
 WATERCOLOR  
 WATERSOUND ORIGINS  
 WHITE DOG INSURANCE  
 ZEHNDER COMMUNICATIONS



**SCAN to learn more  
 about joining the CAA as  
 a business member**

