

# FRINGE

FORT MYERS

PERFORMING ARTS FESTIVAL

MAY 30 - JUNE 2



ALLIANCE FOR THE ARTS



[ArtInLee.org/FRINGE](http://ArtInLee.org/FRINGE) • 239-939-2787

10091 McGregor Blvd. Fort Myers, FL





# EVENT INFORMATION

**MAY 30-JUNE 2, 2024**

## **Celebrating the boundless spirit of creativity**

Fringe Fort Myers 2024 is a champion of the voices of independent performers and artists and stands as an unparalleled beacon of the arts in Southwest Florida. Here, in this un-juried Performing Arts Festival where , performers from around the world are selected through the impartiality of a lottery system. Join us as we embark on this exhilarating journey, where every act is a testament to the rich mosaic of human experience and the unyielding power of artistic vision. Fringe Fort Myers 2024 beckons you to immerse yourself in a world where creativity reigns supreme and every moment is a testament to the magic of the stage."

### **Ideals**

Our Fringe Festival operates in accordance with the five criteria established by the Canadian Association of Fringe Festivals (CAFF):

The Canadian Association of Fringe Festivals was formed to protect these five guiding principles:

1. Participants will be selected on a non-juried basis, through a first-come, first served process, a lottery, or other method approved by the Association.
2. The audience must have the option to pay a ticket price, 100% of which goes directly to the artists.
3. Fringe Festival producers have no control over the artistic content of each performance. The artistic freedom of the participants is unrestrained.
4. Festivals must provide an easily accessible opportunity for all audiences and all artists to participate in Fringe Festivals.
5. Festivals will promote and model inclusivity, diversity and multiculturalism, and will endeavor to incorporate them into all aspects of our organizations.

**Fringe offers elevated marketing and branding opportunities, while supporting the Alliance's mission to improve our community through the arts.**



# EVENT INFORMATION

**MAY 30- JUNE 2, 2024**

## The Fringe Sponsorship Experience Includes:

- 36 Performances
- 9 Unique Acts
- 4 Funky Venues
- 6 Live Bands
- Full Cash Bar
- Complimentary Signature Cocktails
- 1 Wicked Poetry Slam
- Epic Disco Dance Party
- Photo Booth
- Festival Swag Pop-up Shop
- Onsite Parking

**And the best darn festival experience you'll  
have in Fort Myers!**



**ALLIANCE** FOR THE ARTS

[ArtInLee.org/fringe-fortmyers-](http://ArtInLee.org/fringe-fortmyers-2024/)

**2024/** McGregor Blvd. Fort Myers, FL 33919

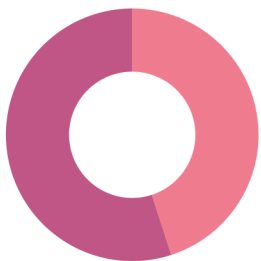




# TARGET AUDIENCE & MARKETING REACH

## EXPECTED ATTENDANCE

**6000 over 4 days**

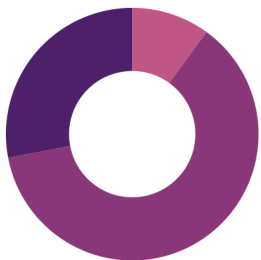


### PARTICIPANT GENDER

52% Female  
48% Male



**40,000+**

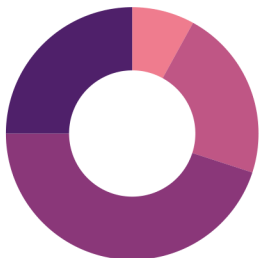


### PARTICIPANT INCOME

10% \$21,000 - \$50,000  
52% \$51,000 - \$75,000  
38% \$75,000 +



**16000+**



### PARTICIPANT AGE

38% 31-40 years old  
32% 41-50 years old  
26% 26-50 years old  
4% 21-25 years old



**4000+**



**ALLIANCE** FOR THE ARTS

[ArtInLee.org/fringe-fortmyers-2024/](http://ArtInLee.org/fringe-fortmyers-2024/)



10091 McGregor Blvd. Fort Myers, FL 33919

# TARGET AUDIENCE & MARKETING REACH

## EXPECTED ATTENDANCE

**600**



### PARTICIPANT GENDER

55% Female  
45% Male



**40,000+**



### PARTICIPANT INCOME

52% \$51,000 - \$75,000  
38% \$75,000 +  
10% \$21,000 - \$50,000



**13,000+**



### PARTICIPANT AGE

32% 31-40 years old  
38% 41-50+ years old  
30% 21-30 years old



**4000+**



**ALLIANCE** FOR THE ARTS

[ArtInLee.org/NudeNocturne](http://ArtInLee.org/NudeNocturne)

10091 McGregor Blvd. Fort Myers, FL 33919



# SPONSORSHIP OPPORTUNITIES

## PLATINUM- \$10,000

- VIP TENT VENUE NAMING
- PREMIERE STAGE BANNER WITH LOGO
- 40 SINGLE ADMISSION TICKETS
- 5 VIP PARKING SPOTS
- OPPORTUNITY TO INTRODUCE AN ACT
- LOGO ON ALL EVENT MARKETING COLLATERAL
- SOCIAL MEDIA SHOUT OUTS
- GOBO LOGO PROJECTION AT MAIN ENTRANCE
- COMPLIMENTARY SIGNATURE COCKTAILS
- FULL PAGE AD IN THE ALLIANCE FOR THE ARTS THEATRE SEASON PROGRAM
- DIGITAL VENUE ADS THROUGH FESTIVAL
- 6 ALLIANCE FOR THE ARTS THEATRE CONSPIRACY SEASON TICKETS

## GOLD- \$5,000

- NAME A STAGE WITH BANNER
- 24 SINGLE ADMISSION TICKETS
- 3 VIP PARKING SPOTS
- LOGO ON ALL EVENT MARKETING COLLATERAL
- SOCIAL MEDIA SHOUT OUTS
- COMPLIMENTARY SIGNATURE COCKTAILS
- HALF PAGE AD IN THE ALLIANCE FOR THE ARTS THEATRE CONSPIRACY SEASON PROGRAM
- 4 ALLIANCE FOR THE ARTS THEATRE CONSPIRACY SEASON TICKETS

## SILVER- \$2,500

- LOGO ON EVENT WEBSITE
- 18 SINGLE ADMISSION TICKETS
- 2 VIP PARKING SPOTS
- COMPLIMENTARY SIGNATURE COCKTAILS
- 2 ALLIANCE FOR THE ARTS THEATRE CONSPIRACY SEASON TICKETS

## BRONZE- \$1,000

- LOGO ON EVENT WEBSITE
- 10 GENERAL ADMISSION TICKETS
- 1 VIP PARKING SPOTS

## ADDITIONAL SPONSORSHIPS

- DISCO DANCE PARTY- \$1500
- PHOTOBOOTH W/ LOGO \$1,000
- LIVE MUSIC SPONSOR- \$750
- SPONSOR THE FLOCK- \$500

**CONTACT MOLLY DECKART AT [MOLLY@ARTINLEE.ORG](mailto:MOLLY@ARTINLEE.ORG)**



**ALLIANCE FOR THE ARTS**

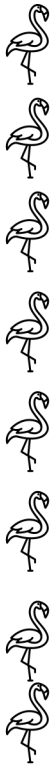
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# SPONSOR AGREEMENT

**We are excited to participate as:**



**PLATINUM** (1 Available)- \$10,000

**GOLD** (4 available)- \$5,000

**SILVER** (6 Available)- \$2,500

**BRONZE** (10 Available)- \$1,000

**DISCO DANCE PARTY**(QTY:1)- \$1,500

**PHOTOBOOTH** (QTY:1)- \$1000

**LIVE MUSIC SPONSOR**(QTY:6)- \$750

**SPONSOR THE FLOCK**(QTY:2)- \$500

## **WAYS TO PAY INCLUDE:**

### **ONLINE:**

WWW.ARTINLEE.ORG/ENGAGE/  
DONATE

### **BY CHECK:**

ALLIANCE FOR THE ARTS  
10091 MCGREGOR BLVD  
FORT MYERS, FL 33919

### **BY PHONE:**

239-939-2787

### **EMAIL LOGO ASSETS TO:**

JEN@ARTINLEE.ORG

Contact Name & Title \_\_\_\_\_

Name of Business \_\_\_\_\_

Email \_\_\_\_\_

Social Handles, Hashtags, etc. \_\_\_\_\_

Phone \_\_\_\_\_

Signature \_\_\_\_\_



**ALLIANCE** FOR THE ARTS

51-0182649

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