

FRINGE

FORT MYERS

PERFORMING ARTS FESTIVAL

MAY 30 – JUNE 2



ALLIANCE FOR THE ARTS



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.



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The Fringe Sponsorship Experience Includes:

- 29 Performances
- 11 Unique Acts
- 3 Funky Venues
- Full Cash Bar
- Complimentary Signature Cocktails
- 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!**



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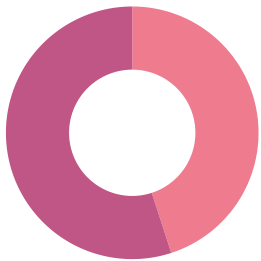




TARGET AUDIENCE & MARKETING REACH

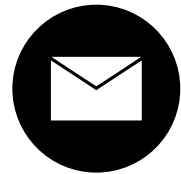
EXPECTED ATTENDANCE

6000 over 4 days

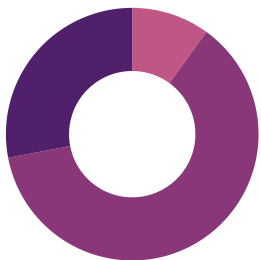


PARTICIPANT GENDER

52% Female
48% Male



40,000+

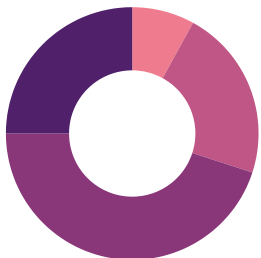


PARTICIPANT INCOME

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

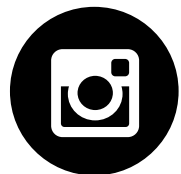


16000+

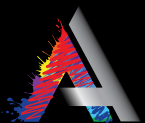


PARTICIPANT AGE

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



4000+



SPONSORSHIP OPPORTUNITIES

PLATINUM- \$10,000

- TENT NAMING
- 40 SINGLE ADMISSION TICKETS
- OPPORTUNITY TO INTRODUCE AN ACT
- LOGO ON ALL EVENT MARKETING COLLATERAL AND EVENT WEBSITE
- 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
- 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
- COMPLIMENTARY SIGNATURE COCKTAILS
- 2 ALLIANCE FOR THE ARTS THEATRE CONSPIRACY SEASON TICKETS

BRONZE- \$1,000

- LOGO ON EVENT WEBSITE
- 10 SINGLE ADMISSION TICKETS

ADDITIONAL SPONSORSHIPS

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

ALL ADDITIONAL SPONSORSHIPS INCLUDE
LOGO PLACEMENT AND 4 SINGLE ADMISSION TICKETS

CONTACT MELISSA DEHAVEN AT MELISSA@ARTINLEE.ORG

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

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

WAYS TO PAY INCLUDE:

ONLINE:
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 _____



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