



**45<sup>th</sup> Annual IMAGES: A Festival of the Arts**  
**January 29, 30 & 31, 2021 • Downtown New Smyrna Beach**  
**imagesarfestival.org**

***VALUABLE FOR OUR COMMUNITY—VALUABLE FOR BUSINESS***

**About the Festival**

A free public festival, IMAGES: A Festival of the Arts, is considered one of the top juried outdoor art shows in the Southeast and in 2020, was again named in Sunshine Artist's 200 Best Fine Art Shows in the Nation. In 2020, we presented 237 artists from 32 states and Canada, and drew over 50,000 attendees. Our popular "Patrons Program" attracted 200 affluent couples from greater Central Florida and Volusia County. Thanks to this vibrant program, IMAGES' Patrons purchase an estimated \$200,000 in art each year, reinforcing our reputation as a "buying show" and attracting the highest caliber artists. IMAGES is for families – live entertainment, a Student Art Exhibit and the Creative Education Area round out the weekend's offerings. **IMAGES generates an estimated \$1 million in economic stimulus to downtown New Smyrna Beach every year.** With a 44-year reputation for excellence, aligning your business with Southeast Volusia's signature cultural event will help you reach and influence over 50,000 diverse attendees and generate brand experiences in a fun and creative way.

**Festival Visitor Demographics**

Every year, IMAGES conducts a survey of attendees and the data reveals a highly educated profile:

- 65 is the median age; 642 responded to the survey.
- 26.3% hold a Master's degree or PhD; 50% hold a Bachelor's degree; 14.1% have attended some college.
- 35% indicated that they stayed least one night in New Smyrna Beach; the overall average was 54 nights.
- 100% of those surveyed stated they would recommend IMAGES to a friend.

**Marketing Highlights**

In 2020, IMAGES advertising resulted in a total of 2.8 million impressions in television, radio, web-based media, and print.

- IMAGES television commercials aired in over 400 spots on the following networks: Central Florida News 13, Lifetime Movie Network, TLC, Animal Planet, TV Land, OWN and TNT.
- Social Media and Digital Marketing campaigns grew in 2020, gaining more followers and impressions across the country.
- The *Daytona Beach News Journal* is a longstanding partner and distributed the IMAGES program in its full-run circulation of 50,000+ prior to the Festival.
- Radio advertising and interviews with local station WSBB.

All sponsorships are tax-deductible. Benefits of sponsorship, which are listed on the reverse for each sponsor level, can be customized to meet your unique needs.

For more information, contact:  
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<b>2021 IMAGES Sponsor Benefits</b>	<b>\$1,000</b>	<b>\$2,500</b>	<b>\$5,000</b>
Completely outfitted tent in prime location at the Festival with access to over 48,000 attendees (includes tent, 8-foot table and 2 chairs)	● 10x10	● 10x10	●* 10x20
Sponsor Logo on IMAGES e-mails and IMAGES website	●	●	●
Sponsor Logo displayed on signage at Festival**	●	●	●
Branded items (provided by sponsor) in Artist bags	●	●	●
Logo on IMAGES: Tour of Homes tickets	●	●	●
Sponsor Logo on IMAGES print advertising (program, magazines, newspapers, promotional postcards and posters)	●	●	●
Sponsor Logo on IMAGES website with click-through to your website		●	●
Social Media callouts with branded messaging		●	●
Sponsor recognized daily from entertainment stage during Festival		●	●
Opportunity to provide marketing materials for distribution at IMAGES information booth		●	●
Sponsor marketing materials/branded items (provided by sponsor) in Patron and Sponsor bags		●	●
Sponsor Logo on IMAGES television commercial, airing in 400+ spots			●
30 second Facebook Live/Instagram TV spot on IMAGES social media (may be pre-recorded or recorded at the event)			●
Sponsor Logo on golf carts and artist shuttle vans			●
Logo on all artist tent cards			●
VIP Credentials to Patron's Lounge and Patron/Sponsor Party	2	2	4

\* Preferred booth placement and category exclusivity

\*\* Sponsor logo at Festival is dependent on Sponsor Level