ST. PETERSBURG

SHESTIVAL SHOW THE STIVAL

SPONSORSHIPS

SHINE 2025

PRODUCED BY

ST. PETERSBURG

NRTSALLIANCE

RISE & SHINE

Now in its second decade, the SHINE Mural Festival returns **November 7-16, 2025**, bringing bold public art to the streets of St. Petersburg. Produced by the St. Petersburg Arts Alliance, SHINE: Origins will feature all local muralists, celebrating the creative talent within our City of the Arts and highlighting the lasting impact of public art in shaping and inspiring community.



Led by local artists and community members, SHINE illuminates the power of art in public spaces by:

REVITALIZING NEIGHBORHOODS



INSPIRING DIALOGUE



UNITING COMMUNITIES



SHINE AUDIENCE

EVENT ATTENDEES

Art in public places draws a wide audience and removes barriers that often limit access to other art forms.

16,000

ANNUAL ESTIMATED VISITORS DURING SHINE WEEK

19,125

SHINE 10 ATTENDEES

MEDIA ATTENTION

53

MEDIA FEATURES 50 M+

VIEWERS/READERS ACROSS ALL MEDIA*

*Does not include social media



ST. PETERSBURG WAS VOTED THE 5TH BEST CITY FOR STREET ART IN THE USA TODAY 10BEST READERS' CHOICE AWARDS 2025 THANKS TO SHINE!

SOCIAL MEDIA

SHINE has maintained an active web and social media presence since 2015.

facebook @SHINEONSTPETE



205.6K REACH IN SHINE SEASON



+ 15,000 FOLLOWERS



13,000 LIKES

Instagram @SHINEONSTPETE





26,000 FOLLOWERS



21,100 TAGGED PHOTOS #SHINEONSTPETE

WEB TRAFFIC

CLICK HERE FOR THE SHINE WEBPAGE



2,764 VIEWS/MONTH (OFF-SEASON)



SHINE MEDIA

CLICK THE HEADLINES TO SEE WHAT PEOPLE ARE SAYING ABOUT SHINE!

EVERYTHING YOU NEED TO KNOW ABOUT NEXT MONTH'S SHINE MURAL FESTIVAL

ST. PETE

RISING



ST. PETE'S MURAL FESTIVAL SHINES, DESPITE HURRICANE INTERFERENCE





10 YEARS AND 160+
MURALS LATER, SHINE
CONTINUES TO
TRANSFORM ST. PETE
INTO AN OPEN-AIR ART
GALLERY





SHINE IMPACT

COMMUNITY COLLABORATIONS

Since 2015, SHINE has produced 30+ community murals and CATIVE special projects with local nonprofit organizations includina:



girl scouts of west central florida







160+ \$61-\$69 500+

ARTISTS COMMISSIONED **BY SHINE SINCE** 2015

SPENT PER DAY BY EVENT ATTENDEES

OPPORTUNITIES CREATED FOR LOCAL ARTISTS TO SHOWCASE THEIR WORK

COMMUNITY BENEFITS OF SHINE MURALS:



PROVIDE OPPORTUNITIES FOR PEOPLE TO ENGAGE WITH ART AND ARTISTS



CATAPULT THE CAREERS OF LOCAL ARTISTS



BUILD APPRECIATION FOR NON-TRADITIONAL ART MEDIUMS

SHINE SPONSORSHIP

For over a decade, SHINE has lifted and illuminated our community, and meaningful partnerships make it possible.

Here are some of the generous organizations that have supported SHINE:



























WITTNER WOLLMAN GROUP

SHINE SPONSORS HELP US:



SUPPLY PAINT, ROLLERS, AND OTHER MATERIALS



CONTINUE TO EMPLOY AND SUPPORT ARTISTS IN OUR COMMUNITY



RENT LIFTS, SCAFFOLDING, AND OTHER EQUIPMENT

SUPPORTING SHINE PRESENTS A UNIQUE OPPORTUNITY TO:

- Became associated with one of the most exciting public art events in the country
- Build stronger community ties
- Promote your business and your brand

YOUR ACTION FURTHERS ART & ARTISTS!

Interested in supporting SHINE through a direct or in-kind donation? Email Charlene Harrison at charlene@stpeteartsalliance.org! ST. PETERSBURG



SPONSOR LEVELS

FESTIVAL SPONSORSHIPS

- TITLE SPONSOR \$50,000
- CHAMPION SPONSOR \$35,000
- PRESENTING SPONSOR \$25,000
- COMMUNITY SPONSOR \$10,000
- MURALIST SPONSOR \$5,000
- BRIGHT SPOT SPONSOR \$2,500
- ADVOCATE SPONSOR \$1,000

SPECIAL SPONSORSHIPS

LUNCH BUNCH SPONSOR - \$300

TITLE SPONSOR

TITLE SPONSOR

\$50,000 SPONSORSHIP

As the exclusive **Title Sponsor**, your brand will be prominently recognized as the lead supporter of SHINE 2025. This elite level offers maximum visibility and alignment with one of the nation's top mural festivals. Ideal for companies looking to demonstrate bold civic leadership and longstanding commitment to the arts.

- Exclusive Title Sponsorship
- Clickable Logo on Website
- Logo included in digital SHINE Guidebook
- Opportunity to provide branded merch in artist welcome bags
- Continuous recognition on social media
- Logo included on Artist Banners
- Opportunity to Speak at a SHINE event
- 10 SHINE Year 10 Coffee Table Books
- 10 SHINE Postcard Books

CHAMPION SPONSOR

\$35,000 SPONSORSHIP

Champion Sponsors are pillars of the SH INE Festival, receivin g elevated brand visibility while directly supporting the artists and infrastructure that make SHINE possible. This level is designed for partners who value both community impact and brand prestige.

- Clickable Logo on Website
- Logo included in digital SHINE Guidebook
- Opportunity to provide branded merch in artist welcome bags
- Continuous recognition on social media
- Logo included in artist banners
- Opportunity to Speak at a SHINE event
- 8 SHINE Year 10 Coffee Table Books
- 8 SHINE Postcard Books

SHINE ORIGINS ST. PETERSBURG

PRESENTING SPONSOR

\$25,000 SPONSORSHIP

Presenting Sponsors help shape the experience of the festival. With high-profile recognition and access to branding opportunities throughout the event, this level is ideal for companies seeking to amplify their role in shaping St. Pete's creative identity.

- Clickable Logo on Website
- Logo included in digital SHINE Guidebook
- Opportunity to provide branded merch in artist welcome bags
- Logo included in artist banners
- Continuous recognition on social media
- 5 SHINE Year 10 Coffee Table Books
- 5 SHINE Postcard Books

COMMUNITY SPONSOR

\$10,000 SPONSORSHIP

Support SHINE's roots by becoming a **Community Sponsor** — directly impacting artist welcome, public programming, and mural execution. This level celebrates your commitment to inclusive community growth and vibrant public art.

- Clickable Logo on Website
- Logo included in digital SHINE Guidebook
- Opportunity to provide branded merch in artist welcome bags
- Recognition on social media
- 5 SHINE Postcard Books

SHINE ORIGINS ST. PETERSBURG

MURALIST SPONSOR

\$5,000 SPONSORSHIP

Sponsor a specific muralist and help bring their artistic vision to life. This level offers a personal connection to the artist's journey and showcases your role in nurturing local talent.

- Clickable Logo on Website
- Logo included in digital SHINE Guidebook
- 1 Social Media Acknowledgement on Facebook/Instagram Stories

SHINE ORIGINS ST. PETERSBURG

BRIGHT SPOT SPONSOR

\$2,500 SPONSORSHIP

SHINE **Bright Spots** are community-centered murals that go beyond the traditional festival walls—often created in partnership with local nonprofits or designed to include hands-on community participation. As a Bright Spot Sponsor, your support helps bring these meaningful projects to life by funding artist materials, supplies, and community engagement efforts. You'll receive targeted recognition while helping to light up neighborhoods with art that reflects their spirit.

- Clickable Logo on Website
- Logo included in digital SHINE Guidebook

SHINE ORIGINS ST. PETERSBURG

ADVOCATE SPONSOR

\$1,000 SPONSORSHIP*

Perfect for individuals or small businesses, **Advocate Sponsors** demonstrate grass roots support for the arts and receive digital recognition. This levels hows that every dollar counts in keeping public art vibrant and accessible.

• Clickable Logo on Website

SHINE ORIGINS ST. PETERSBURG

SPECIAL SPONSORSHIP

LUNCH BUNCH SPONSOR

\$300 OR IN-KIND FOOD SPONSORSHIP

Keep our artists fueled and focused. Lunch Bunch Sponsors provide meals during the festival and are recognized on our website. It's a meaningful and tasty way to show your support.

Clickable Logo on Website

SHINE ORIGINS ST. PETERSBURG

SPECIAL SPONSORSHIP

LHANK YOU!

THANK YOU FOR YOUR CONSIDERATION

Sponsorship Contact:

Jon Wittner
SHINE Executive Chair
wittner@kwcommercial.com

Michelene Everett Interim Director of SHINE Mural Festival michelene@stpeteartsalliance.org

COMING SOON TO A BOOKSTORE NEAR YOU:



SHINE YEAR 10 COFFEE TABLE BOOK

SHINE ORIGINS ST PETERSBURG

ALLIANCE