



# Mobile Mural

## PROGRAM

### SPONSORSHIP OPPORTUNITIES

– This project aims to **enhance** the value of downtown Brooksville, **promote** quality artwork, **cause** viewer interaction, **provoke** thought, **entertain**, and **excite** visitors through the work of public art.

– For this round, the murals will be up for display at the following events: **Murals in the Park, Florida Mermaid Trail Festival**, and the **Art Stroll**. The theme of this round is Snap & Soar: Interactive Murals for Joyful Moments.

– The murals will be on display in downtown Brooksville from **early February until the end of April**, with promotions beginning in December and running through the end of April. Sponsorship credit on our website does not expire in the program archive.

– Since our project began in November 2020, we have commissioned a total of **128 murals** completed by **71 individual artists** and **5 student groups** around the county. We've proudly paid **\$56,310** to artists, directly supporting our growing art community.

– Each round, Murals in the Park draws **500+ guests** to experience the magic that is public art. Over the course of the auction, **thousands** of Hernando County residents and visitors experience the Mobile Mural Project by attending Murals in the Park, taking the mural tour in person, partaking in the online auction, or by simply driving or walking by the murals downtown!

***For more details, contact us! We truly look forward to partnering with you and thank you for your support of our public art program!***

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# WHY SHOULD I SUPPORT THE MOBILE MURAL PROGRAM?

- Sponsoring this program is a philanthropic way to **create awareness** for your business or nonprofit while **adding enormous value to the cultural, aesthetic and economic vitality of your community.**
- Receive **brand recognition** exposed to a diverse crowd of thousands living, working, and visiting Hernando County and our neighboring communities. We have **24k+ followers on social media** and art collectors out of state have even purchased from past auctions!
- **It's public!** Everyone has access to public art. Gone are the days of art being confined to galleries and museums. This program **takes art outside and all around the county** for all to enjoy—no matter who you are.
- **The local economy receives a bump from the buzz the art generates.** When a space is more aesthetically pleasing, visitors are more likely to walk then drive through a space, stop and explore, shop, or stop for a quick coffee or bite to eat.
- **Program proceeds go directly towards permanent murals in downtown Brooksville.** Murals like those found at Hernando County Public Library and Downtown Athletics were funded by this program. These popular selfie spots are downtown destinations, photographed & loved by many.
- **It provides professional opportunities for artists.** This program plays a part in creating an environment where the art community can succeed and thrive locally. This year, grant funding allowed us to increase our artist's pay. We hope to continue to increase the price per squarefoot with help from our sponsors. Your sponsorship directly supports artists!

## SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	Presenting Sponsor \$5000	Artist Sponsor \$2500	Contributing Sponsor \$1000	Event Sponsor \$500	Art Partner \$250
Category exclusivity	●				
Opportunity to distribute promo/giveaway items	●				
Logo on bidding platform	●	●			
Live recognition during event	●	●	●		
Logo on Mobile Mural Map, mural display tags, and attendee survey	●	●	●		
Mention in radio interviews and email blasts	●	●	●		
Logo on event flyers	●	●	●	●	
Mention in press releases	●	●	●	●	
Personalized social media recognition	●	●	●	●	
10' x 10' Booth at Murals in the Park event	●	●	●	●	
Logo on Event Sponsor Banner	●	●	●	●	
Logo on BMS Website with back-link to your site	●	●	●	●	●
Logo recognition on social media promos	●	●	●	●	●