

SIESTA KEY

# CRYSTAL CLASSIC

INTERNATIONAL SANDSCULPTING FESTIVAL

Siesta Beach

November 11-14, 2022

SPONSORSHIP OPPORTUNITIES



# REACH OVER 45,000 POTENTIAL CUSTOMERS OVER 4 DAYS!

The Siesta Key Crystal Classic is a visual and cultural arts festival held on Siesta Beach every November. Celebrating our 12th year, the festival has hosted over 300,000 attendees on our #1 beach, with over 125,000 of these visitors hailing from outside of Sarasota County.

Among the many family-friendly activities that the festival hosts during its 4 days, the event that keeps visitors coming back every year is the master sand sculpting competition that is held during the first 3 days of the festival's opening. This competition attracts 24 master sculptors who compete for prize money. In just 24 sculpting hours, the master sculptors create sand masterpieces, some over ten feet tall, and transform the always beautiful Siesta Beach into an outdoor art gallery. It represents some of the most beautiful, ephemeral works of art your eyes will ever see.

And it's more than just sand...the festival also features live music along with a large village of shopping and food and drink vendors. Other activities include the popular three day "Quick Sand" competition, sand sculpting lessons and an amateur competition. And, hours are extended on Saturday until 9 pm with colored lights on all the sculptures!

The community sponsor sculpture which is carved out of our Siesta sand by these masters when they arrive is the centerpiece of the festival. All activities take place on or near this sculpture throughout these 4 days. Your company logo and brand would become a part of that community centerpiece as one of our partners.



Support from local businesses make the difference in the success of this event and we are truly grateful for your generosity. Thank you in advance for your consideration of sponsoring the 12th Annual Siesta Key Crystal Classic.

## WHY BECOME A PARTNER?

- Be an integral part of a Siesta Key and Sarasota County community event
- Help your business and brand obtain valuable exposure during the off season
- Support a unique visual art form with international recognition
- Your brand exposed to over 100,000 potential customers at both the festival and in our online campaigns



	PLATINUM	GOLD	ARTIST TEAM ONLY 12 AVAILABLE Cash gets priority	SAND DOLLAR	PATRON
<b>PARTNER BENEFITS</b>					
Dedicated Custom Logo, Carved at Prominent Location (cash only, 1 available)	✓				
Large Sand Custom Logo, Group Carve	✓	✓	✓		
Business Name Only, Carved				✓	
Partner Recognition During Festival & Awards Ceremony	✓	✓	✓		
Logo on Volunteer & Staff Shirts	✓	✓			
Name on Volunteer & Staff Shirts			✓		
Feather Banner at Sponsor Site	✓	✓			
4' X 8' Banners (event provides)	5	1	1	1	
Assignment of Artist Team	✓	✓	✓		
Business Logo at Artist Team Site	✓	✓	✓		
Reserved Parking Passes	2	1	1	1	1
Event Passes	20	10	8	4	2
Logo on at least 50% of Printed Promotional Materials (ads, posters, flyers)	✓	✓	✓		
Logo on Event Website with Link; Facebook Mentions	✓	✓	✓	Name only	Name only
Logo included in Digital Promotional Materials (as applicable)	✓				
<b>PARTNER AMOUNT</b>	\$10,000	\$5,000	\$2,500	\$1,000	\$500

### SPONSOR SITES

SAND SCULPTING DEMOS • ENTERTAINMENT • PHOTO OP • QUICK SAND COMPETITION • AMATEUR COMPETITION

**PARTNERSHIPS MUST BE RESERVED BY THE FOLLOWING DATES TO MEET DEADLINES**

September 16, 2022: Ads, Posters, Flyers

October 1, 2022: Staff & Volunteer T-shirts

### Questions?

Contact Ann at the Siesta Key Chamber at 941.349.3800  
or email [Ann@siestakeychamber.com](mailto:Ann@siestakeychamber.com)



## SIESTA KEY CRYSTAL CLASSIC

The Siesta Key Crystal Classic is presented in collaborative partnership between the Siesta Key Chamber of Commerce and the Siesta Beach Festival, Inc. Our mission is to promote tourism, local businesses and the visual arts via the production of one of the most unique sculpture festivals held in the world on the #1 beach in the U.S.



**Ringling College**  
of Art + Design

A portion of the proceeds will go to the Siesta Key Crystal Classic Scholarship Fund for Ringling College of Art + Design.

[SiestaKeyCrystalClassic.com](http://SiestaKeyCrystalClassic.com) | 941.349.3800

*See you on the beach!*



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