

SUNNY DAYZ™ MURAL FESTIVAL

JUNE 1ST * PONCA CITY

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SPONSORSHIP DECK

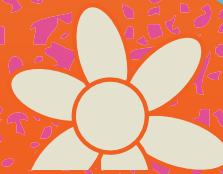


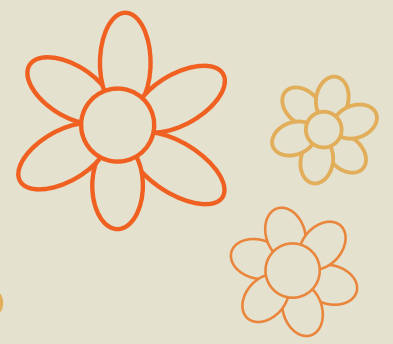
3 YEARS * 91 MURALS * 122 ARTISTS

**BE A PART OF OKLAHOMA'S FIRST & ONLY
MURAL FESTIVAL DEDICATED
TO CELEBRATING WOMEN
IN THE ARTS.**

**SPONSORSHIP
CONTACT:**

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FESTIVAL OVERVIEW

WOMEN'S HISTORY IS BEING MADE IN OKLAHOMA.

The first-of-its-kind in Oklahoma, **Sunny Dayz Mural Festival** was created to empower, elevate, and celebrate **women & non-binary** artists through the creation and advocacy of public art.

The 2024 festival will take place on **June 1st in Ponca City, Oklahoma**, and is projected to bring together thousands of attendees, artists, press and more.

Opportunity



Compensation



Mentorship



WHY SUPPORT WOMEN AND NON-BINARY ARTISTS?

Although women make up nearly **50%** of working artists, women are continuously put at a disadvantage in the arts:

74¢

Amount on average made by female artists for every dollar made by male artists.

>25%

Of 27,000 artists on view at art fairs in 2018 were women.

2

Number of women that made the list of the "100 Most Expensive Artists of All Time"

5%

Of artworks on major museum walls in the U.S. are by women.

SOURCE: National Museum of Women in the Arts, <https://nmwa.org/support/advocacy/get-facts/>

SPONSORSHIPS

EMPOWER, ELEVATE, & CELEBRATE



SINCE THE BIRTH OF SUNNY DAYZ IN MARCH OF 2021, WE HAVE...

- * Put on **3** wildly successful, free, family friendly, full-day festivals with combined attendance of over **30,000 people**.
- * Hosted **6** educational Women in the Arts panels, **3** flash tattoo fundraisers, and **1** poetry reading highlighting historically marginalized artists.
- * Had **32** Oklahoma students paint at Sunny Dayz Mural Fest while participating in our **teen mentorship program**.
- * Hired **122** mural artists who have created a total of **91** new murals across the state of Oklahoma, and have to-date paid over **\$245,000** to underrepresented artists.
- * Created and brewed our very own "**Sunny Dayz IPA**" with Oklahoma's only women owned & operated brewery, Equity Brewing Co. with continued proceeds benefiting SDMF.
- * Partnered with over **30** local businesses and organizations for pre-event & educational programming such as The Oklahoma Visual Arts Coalition, Edmond Fine Arts Institute, Positive Space Gallery, and 21C Museum Hotel.

WHY WE NEED YOU:

Sunny Dayz relies solely on private donations, corporate sponsors, and grants to fund this event. **Over 70% of our budget goes to artist compensation**, with the other 30% used for the event stage, entertainment, travel, and other associated festival costs.

Our goal is to eventually become the **highest** paying mural festival in the nation with year round education and mentorship opportunities. To get there we need generous supporters who believe **not only** in the power of art, but **in the power that comes when we uplift historically marginalized voices**.

PLEASE NOTE:

Due to production deadlines, commitment and receipt of logos by **April 15th** ensures all sponsors receive full benefits.



\$30,000+

ULTRA VIOLET TITLE SPONSOR

(1 Available)

- * Exclusive sponsor of 3 headlining murals - your **company logo** will be displayed on a plaque placed on 3 new murals for years to come
- * "Presented by: **company logo**" on our 2024 festival t-shirt
- * "Presented by: **company logo**" on scaffolding (up for min. of 7 days) and stage banners
- * Day-of event recognition with 5 verbal stage announcements throughout the event & speaking opportunity for a company representative at the event (2 minutes)
- * 20'x10' booth space on site in prominent festival location & free table space at programming events leading up to fest
- * Recognition as the Presenting Sponsor on all digital and print marketing materials, video, website, and press releases
- * Social media company highlight interview and guaranteed 3 exclusive posts on our social media channels
- * 15 tickets to VIP + Artist Happy Hour events
- * Option to place company marketing materials in artist swag bags
- * Endless love + a secret handshake





MEDIA

Recognition as our official 2024 Media Sponsor and full screen sponsorship slide in our festival recap video!

STAGE

Our stage will be named after you and listed on our map as such!
"The 2024 **Your Company** Stage"

MENTORSHIP

Our Mentorship Program will be named after you and listed on our map as such!
"The 2024 **Your Company** Mentorship Corner"

\$20,000+

GOLDEN HOUR SPONSOR

(3 Available: MEDIA, STAGE, MENTORSHIP)

- * Exclusive sponsor of 1 large mural - your **company logo** will be displayed on a plaque placed on the mural for years to come
- * "In partnership with: **company logo**" on our 2024 festival t-shirt
- * "In partnership with: **company logo**" on all scaffolding (up for min. of 7 days) and stage banners
- * Day-of event recognition with 3 verbal stage announcements throughout the event
- * 10'x10' booth space on site in prominent festival location & free table space at programming events leading up to fest
- * Recognition as Partnering Sponsor on all digital and print marketing materials, video, website, and press releases
- * Social media company highlight interview and guaranteed 2 exclusive posts on our social media channels
- * 8 tickets to VIP + Artist Happy Hour events
- * Option to place company marketing materials in artist swag bags
- * "For they're some jolly good fellows' toast in your honor



\$10,000+

HEATWAVE SPONSOR

- * Exclusive sponsor of 1 mural – your **company logo** will be displayed on a plaque placed on the mural for years to come
- * Day-of event recognition with 2 verbal stage announcements throughout the event
- * 10'x10' booth space on site at the festival
- * Recognition as Sunny Dayz sponsor on all digital and print marketing materials, video, website, and press releases
- * Guaranteed 2 exclusive company highlight posts on our social media channels
- * 5 tickets to VIP + Artist Happy Hour events
- * Option to place company marketing materials in artist swag bags
- * The happiest happy dance you've ever seen

\$1,000+

DAYLIGHT SPONSOR

- * For donations \$2,500 or higher: Exclusive sponsor of 1 mural – **company logo** will be displayed on a plaque placed on the mural for years to come
- * Booth space on site at the festival
- * Logo recognition as Sunny Dayz sponsor on digital marketing materials, video, & web
- * 2 tickets to VIP + Artist Happy Hour events
- * The COOLEST highfive you've had in years



\$5,000+

SUN KISSED SPONSOR

- * Exclusive sponsor of 1 mural – your **company logo** will be displayed on a plaque placed on the mural for years to come
- * Day-of event recognition with 1 verbal stage announcement during the event
- * 10'x10' booth space on site at the festival
- * Recognition as Sunny Dayz sponsor on all digital marketing materials, video, and website
- * Guaranteed 1 exclusive company highlight post on our social media channels
- * 2 tickets to VIP + Artist Happy Hour events
- * Option to place company marketing materials in artist swag bags
- * A middle of summer belly flop dedicated to you

\$50-\$999

SPF 50 SPONSOR

- * Logo recognition as Sunny Dayz sponsor on our website and social media
- * The feeling of butterflies in our stomachs



2024 SUNNY DAYZ MURAL FESTIVAL

SPONSORSHIP CHEATSHEET



SUNNY DAYZ™ MURAL FESTIVAL	Ultra Violet Presenting Sponsor (30k+)	Golden Hour Sponsor (20k+)	Heatwave Sponsor (10k+)	Sun Kissed Sponsor (5k+)	Daylight Sponsor (1k+)
Available?	1	3*	unlimited	unlimited	unlimited
VIP event tickets?	15	8	5	2	1
Logo on digital marketing materials?	*	*	*	*	*
Logo on mural plaque?	Headlining Walls	1 Large Wall	1 Wall	1 Wall	1 Wall (only applies for donations of \$2,500+)
Day-of verbal recognition on stage?	5x	3x	2x	1x	
Exclusive social media highlight post?	3	2	2	1	
Free booth space at festival?	*	*	*	*	
Option to place company marketing materials in artist swag bags?	*	*	*	*	
Logo on printed marketing materials?	*	*	*		
Logo on festival T-shirt?	*	*			
Logo on scaffolding & stage banners?	*	*			
Free booth space at pre-programming events?	*	*			
Social Media interview post?	*	*			
Speaking opportunity at festival?	*				

ALL sponsors above \$1,000 will also receive:

Company logo on our dedicated all-sponsor banner, on sponsorship area on our website with option to have your company's website link, and on our all-sponsor posts throughout social media

*1 available Golden Hour sponsorship in each category: Media, Stage, Mentorship

**THANK YOU SO MUCH FOR YOUR
CONSIDERATION. WE ARE ALL IN
THIS TOGETHER.**



**SUNNY
DAYZ™
MURAL FESTIVAL**

sunnydayzmuralfest.com



[@sunnydayzmuralfest](https://www.instagram.com/sunnydayzmuralfest)



PLEASE NOTE:

SUNNY DAYZ, INC is a federally recognized 501c3 charity and all cash donations are 100% tax deductible!