



Mission-aligned inspirational experiential marketing.

**The Formula for strong communities:
Connectivity / Walkability + A FOCUS on Small
Business... in addition to creating and
protecting Cultural Assets through
placemaking.**

These programs hit every mark.

Production of 3 events with shared opportunities for brand collaboration. Large or small.



MONTHLY:

A monthly art walk and innovation event taking place in downtown Tampa. This event takes place every 4th Friday, and is designed to bring back the historical energy of Franklin Street in downtown Tampa. Bloom is built on innovation, creativity, placemaking and community healing.

Brands benefit by having direct contact with a community who gathers each month, and reach is amplified through pairing of other programmed events.

YEARLY (with quarterly projects):

A yearly placemaking event where international artists paint outdoor artwork creating an inspirational outdoor art gallery as part of a worldwide network of festivals. There will be Tampa Walls! Projects taking place all year long.

Acoustic Dreams

A documentary and branded collection of 30 repurposed instruments by 20 visual artists symbolizing resurrection, growth and new beginnings. This documentary is scheduled to be completed in the Fall of 2022.

Bloom



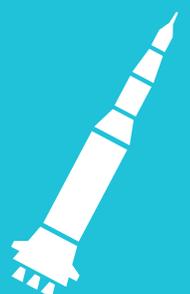
Bloom on Franklin has won a Best of the Bay award, and has increased traffic each month of 125% or more. We are looking to build with partners who would love to help us implement innovative programming that inspires and improves lives.



Bloom on Franklin is **a ceremonial art walk** that celebrates creative talent through an elevated, curated experience of visual and performing arts along the Historical Franklin Street Corridor in downtown Tampa. We believe that creativity and innovation determine the success of a community. Bloom on Franklin is built on the foundation of love, unity, and a respect for all human experiences.

The path forward is one of beauty, peace, and unity through the celebration of creative ideas.

The future of event marketing is about creating lasting inspirational connections by providing unforgettable experiences.



Acoustic Dreams

A documentary and branded collection of 30 repurposed instruments by 20 visual artists symbolizing resurrection, growth and new beginnings. This documentary is scheduled to be completed in the Fall of 2022.



Partners will benefit with ongoing scans from digital plaques in the placement of pieces from the branded collection at local Tampa area businesses. These locations will rotate for years to come.



Tampa Walls! highlights cultural diversity through a celebration of global contemporary art and local collaboration for a week of live art and music creation. **April 1-12th Tampa, FL.**

Tampa Walls is an international mural festival that is part of the Worldwide Walls network (formerly Pow Wow Worldwide! That was conceptualized by artist Jasper Wong in 2010). Tampa Walls! Is the first International mural festival in Hillsborough County. The initiative will activate places throughout our city to inspire our community for years to come.



A strong COMMUNITY is built on lasting inspirational connections created by unforgettable experiences.



TAMPA WALLS!

MEET THE TEAM



NOAH DELEDDA | CO-DIRECTOR
ARTIST & SCULPTOR



TONY KROL | DIRECTOR

OWNER AND CURATOR | MERGECULTURE GALLERY & CO-OWNER ILLSOL STUDIO



JUSTIN RICKE | CO-DIRECTOR

ARTIST • REALTOR & COMMUNITY LEADER



JANETTE BERRIOS | CO-DIRECTOR

HEAD OF MARKETING | SYMPHONIC DISTRIBUTION
COMMITTEE HEAD - SOUND DIPLOMACY



RON SIMMONS | NETWORKING
CURATION SUPPORT

ARTIST | NEW ROOTS ART COLLECTIVE



ALI NORMAN | DIRECTOR OF EVENTS

LABYRINTH STUDIOS & HEIGHTENED SENSES

2022 - 2023 501c3 Non-Profit Partner



X



Current Initiatives is a 501(c)(3) not-for-profit organization incorporated in Florida that is committed to educating and mobilizing communities to be Hope Dealers through the Laundry Project, Hope For Homes Project and Affordable Christmas initiatives.



Our goal is to inspire communities through public art and music, to uplift the human experience, inspire neighbors, and express the shared love of creativity through emotions of higher vibration. **Love, peace, calmness, and joy.**

LET'S WORK TOGETHER! Tampa Walls!
Has a plethora of marketing opportunities for collaboration with **local** and **international brands** + individuals. From Small Businesses to Corporate Giants, we work with marketing partners to benefit you every step of the way.



Large Donors (Corporate or Individual): \$10,000+
Smaller Donors, Individuals and Small Businesses \$1,000+

À la carte Marketing Partnership Strategy + Benefits.

- Experiential Marketing Packages
- Programming insertion and custom programming packages.
- Worldwide Marketing plans through the WorldWide Walls! Network
- Ongoing small business marketing through festival operations (year around)
- Tax Deductible Donations through our Neighborhood Non-Profit Partners and Festival Non-Profit Partner.
- Year Around Placemaking Marketing with PixelStix Plaque Platform. (Measured Placemaking)
- Global Social Media Campaign.
- Legacy project for the first inaugural year.
- PR - Tampa Bay Business Journal, Local News Organizations, Neighborhood Collaboration
- General recognition (logo placement, etc..)

I am interested in:

I'll match the average Sponsorship: \$6500.00

- International Corporate Sponsorship **\$20,000+**
- Local Business Sponsorship **\$2000+ (Common \$5000)**
- Non-Profit Partnership (A wall is painted with your legacy attached, for a purpose aligned with the mission of your non-profit) **\$ Varies, Let's Talk.**
- Individual Donor of **\$1000+**
- Building Donation Sponsorship **\$1000+**
- Individual Project Sponsorship (**\$Varies, Let's Talk.**)



Tampa Walls! highlights cultural diversity through a celebration of global contemporary art and local collaboration for a week of live art and music creation. **April 22nd - 29th Tampa, FL.**

DONOR FORM - Thank you for your support. Your collaboration with touch the lives of those who live and work in the Tampa Bay Area, as well as provide a lasting legacy through the conversation of art & music.

Name

Phone

Email

Mailing Address

Additional Contacts

Company Name

Building Address (for building donors)

Donation Amount:

Payment Method

Check

Card

ACH

CRYPTO CURRENCY

DONOR FROM DETAILS (NOTES FOR SPONSORSHIP PACKAGES, DETAILS FOR SPONSOR)

Paired strategy for cross-marketing and duration of programming.

Assets and Experiences

Properties for Bloom on Franklin / Tampa Walls & Acoustic Dreams Documentary (art inspired media) 2022	\$50,000 x 1 6 months	\$25000 x 4 4 months	Tier 1 \$15000 x 1 4 months	Tier 2 \$10000 x 5 4 months	Tier 3 \$5000 x 10 4 months	Tier 4 \$2500 x 15 4 3 months	Tier 5 \$1500 x 20 3 months	Tier 6 \$1000 x 90 6 months	Tier 7 \$550 x 17 3 months
Presenting Partnership Acknowledgment Full acknowledgment for entire event.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Stage presence	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Light stage presence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>				
Print Programming Presence	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Individual Art Experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
A/V partnership for individual stages	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Prominent Visibility throughout event • Banners • Website • Dedicated properties	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Overlap Presence • Tampa Walls! Mural Festival • Acoustic Dreams Documentary Film • Media	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Press Release Mentions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Individual Activations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prominent Presence on Print Material • maps • Zines • Posters	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Light Presence on Print Material • maps • Zines • Posters	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Light Social Media • music partnership • Visual art partnership	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Prominent Social Media • music partnership • Visual art partnership	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Prominent Presence Social Media • presenting partner • Dedicated social media presence for duration of agreement • Multiple opportunities for social media presence	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Foldout Signs / Peripheral Placement brand partner	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Media and Recaps • prominent presence	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Media and Recaps • light presence	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Custom Activations	10 Built to order	5 Built to order	3 Built to order	Built to order					
Talks / Education Opportunities and Keynotes	10 Built to order	5 Built to order	3 Built to order	Built to order					
6 months of VIP tickets to ticketed events.	10	5	2	2					
Paired Marketing Opportunities	+ all events Tampa Walls! And Media / Documentary	+ all events Tampa Walls! And Media / Documentary	+ all events Tampa Walls! And Media / Documentary	+ all events Tampa Walls! And Media / Documentary	+ all events Tampa Walls! And Media / Documentary	1 event (Bloom Art Walk)			
Vendor Space during Programming	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Tote bags and Merch / Direct Marketing Opportunities	Built to order			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swag + VIP Areas	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CONTACT INFORMATION:

Tampa Walls! Office
1544 N Franklin Street
33602

P: 813 220 1243 (Tony Krol Director)

Contact information for Board (Sponsorship and Marketing):

Janette Berrios - Head of Corporate Marketing - Marketing Lead for Tampa Walls!

janette@symdistro.com



Bloom Initiatives, Tampa Walls, and Acoustic Dreams projects use **Pixelstix** technology.

These smart plaques provide links to lasting content with measured data.