

Cultural Arts Coalition, Inc.

42nd Annual Fifth Avenue Arts Festival

April 23rd and 24th 2022

Theme: Be the Light that guides the Future

Annual Fifth Avenue Arts Festival

The Annual Fifth Avenue arts festival began in the summer of 1979. The purpose of the Festival was to share the rich cultural history of the 5th Ave/Seminary Lane community. The participation in the first year was less than 300 people. The Festival has grown each year to the point where it has hosted up to 10,000 people.

The event is three days of performing, visual and literary arts. The event is sponsored by a wide array of local businesses and community organizations.

The Cultural Arts Coalition's purpose is to educate and empower the community by establishing and maintaining community-oriented programs through the use of arts, culture, and social awareness. The Annual Fifth Avenue Arts Festival celebrates African American culture through visual arts, artisans, traditional African American and modern dance, and music.

The Festival has several goals: to show that Fifth Avenue is a viable, living community that supports and appreciates the arts; to showcase African-American artistry and creativity; to provide information of all kinds-political, historical, health care, and community services.

The Fifth Avenue Arts Festival has held an important place in the Alachua County events calendar for over 40 years. It is part of a permanent exhibit at the Library of Congress in Washington D.C. ([https://memory.loc.gov/diglib/legacies/loc.afc.afc-
legacies.200002860/default.html](https://memory.loc.gov/diglib/legacies/loc.afc.afc-legacies.200002860/default.html)) and has been listed in Florida Black Heritage Trails.

The Fifth Avenue Arts Festival is an established cultural event that will attract visitors from outside Alachua County, enhancing its economic impact on the county. We hope to attract 7,500 attendees, including 150 performers and exhibitors. These visitors will contribute to our local economy as they patronize local restaurants, hotels and shops as well as the festival vendors. We hope the festival will attract visitors interested in art, culture, and local history, especially minority people residing within a 2-hour radius of Gainesville, and encourage them to stay longer to participate in the festival's many activities.

Sponsors of the Festival have included local government agencies, Cox, Nationwide, Gainesville Sun Mercedes-Benz, American Airlines, UF Shands, Santa Fe and UF, local organizations such as Delta Sigma Theta Sorority Inc., Omega Psi Phi Fraternity Inc, and many more. The Festival has enjoyed a long and fruitful relationship with individuals, businesses and organizations throughout the City and County of Alachua.

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Sponsorship Application

Name Business: _____

Contact Person: _____

Contact Number: _____ Alternate Number: _____

Address: _____

Please choose from the following sponsorship packages

Seminary Street Package

- Announcement of your sponsorship every hour during the Festival
 - Your banner displayed on stage during the Festival
 - Display of your products in our Festival VIP area
- Full page advertisement back outside cover of Festival brochure
 - Agency/Organization on our Festival Tee Shirts
 - Inclusion in Festival advertisement

\$5000.00

Seminary Lane Package

- Announcement of your sponsorship four times daily during the Festival
 - Display of your products in our Festival VIP area
 - Full page advertisement in the Festival brochure

\$2000.00

Josiah T. Walls Package

- Announcement of your sponsorship four times daily during the festival
 - Full page advertisement in the Festival brochure
 - Display of your product in our Festival VIP area

\$1000.00

Pleasant Street Package

- Announcement of your sponsorship twice daily during the Festival
 - Display of your products in our Festival VIP area
- Quarter page or business card advertisement in the Festival brochure

\$500.00

Children's Corner Package

- Announcement of your sponsorship throughout during the Festival
 - Display of your banner/info booth in our Children's Corner
 - Showcase on our Facebook and Instagram page.

\$250.00 and over

Please name the sponsor package that you have selected: _____

Help Promote Community Unity – Be a Festival Sponsor