



JACKSONVILLE BEACH
Deck the Chairs
PRESENTED BY
Publix.

2023 SPREAD THE LIGHT

SPONSORSHIP INFORMATION | NOV 22 - JAN 1 | SEAWALK PAVILION | DECKTHECHAIRS.ORG





2023 SPREAD THE LIGHT

WELCOME

DTC MISSION

Promoting children's arts and arts education.

Showcasing creativity in public park space featuring decorated lifeguard chairs with music and dance programming.



Jacksonville Beach Deck The Chairs entrance has welcomed more than .5 million visitors since 2013

Through your continued support, Deck The Chairs (DTC) has become one of north Florida's most impactful community arts organizations.

In 2022 Jacksonville Beach Deck The Chairs was featured in Southern Living Magazine, a Fox News national broadcast story, and entertained more than 110,000 people in the oceanfront park celebrating the tenth JBDTC season. Organizers estimate that more than 30,000 children shared collective joy and creativity of the season through the work of DTC partners and volunteers.

An estimated 1300 kids were directly impacted by JBDTC holiday outreach experiences. We are grateful for your continued commitment to our mission.

- 1) 300+ students received 2022 JBDTC community service hours**
- 2) 500+ students supported 2022 JBDTC exhibit build and decorate**
- 3) 500+ students participated in 2022 JBDTC holiday stage programs**

Kurtis Loftus, Founder | Executive Director



NonprofitCenter
of Northeast Florida



KIDS BENEFIT

- Stimulates Creativity and Problem-Solving Skills
- Promotes Self-Esteem and Self-Expression
- Contributes to Fine Motor Skill Development
- Helps Develop Visual-Spatial Processing
- Builds Memory and Self-Control
- Provides Rest, Relaxation, and Reward
- Increases Academic Performance
- Connects Kids to People and the World



Students throughout north Florida participate annually with Deck The Chairs exhibit build and decorate.



Six north Florida schools participated in the 2022 BGG Student Exhibit.



More than 30 hours of free arts programming is showcased annually.

2022 JBDC

- Ten Seasons Tribute
- 100K+ Visitors
- 1300+ Student
Volunteers/Performers
- First Student Exhibit
- 50 Decorated Chairs
- 18 Stage Programs
- Christmas Eve Service
- Record Gator Bowl
Pep Rally Attendance
- 20 Nights Concessions
- 40 Days Free & Open



Deck The Chairs welcomes Tuba Christmas to the Seawalk Pavilion stage marking five holiday seasons at the Beaches.



CoJB Present, Moonlight Movies



More than 50 decorated lifeguard chairs



TaxSlayer Gator Bowl Pep Rally at JBDC

SPONSORSHIPS & DECORATING SCHEDULES

- **4.1.23**
*Past Sponsor Registration with 10% Discount
Student Exhibit Planning*
- **6.1.23**
New Chair Sponsorship Open With Discount
- **7.1.23**
*Early Discount Ends
Launch Student Exhibit Development*
- **8.15.23**
Decorating Workshop
- **9.19.23**
Decorating Workshop
- **10.17.23**
Decorating Workshop
- **10.31.23**
Decorating Workshop
- **11.7.23**
Final Decorating Workshop
- **11.13.23**
JBDTC Load In & Construction

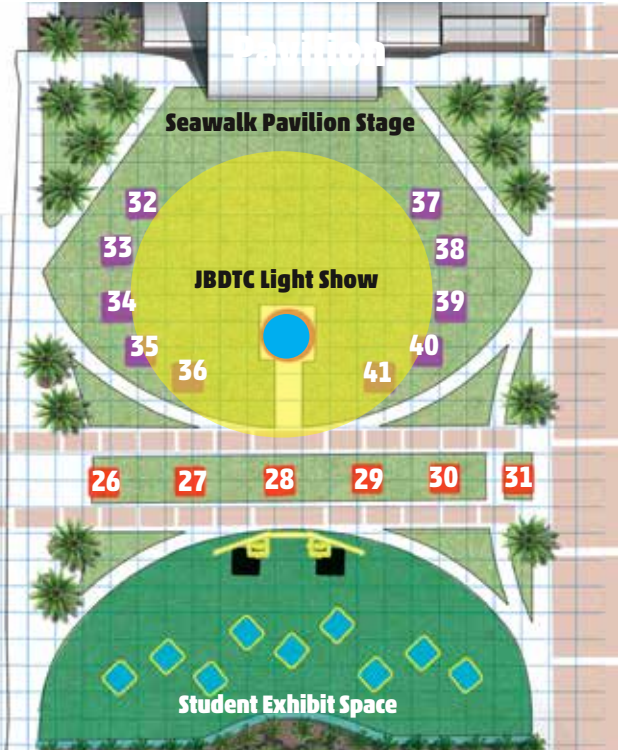
SECURE YOUR CHAIR EARLY



2023 Chair Exhibit Map

(As of 03.2023 — Map Subject To Change)

Decorated Chairs Light Show Chairs Student Exhibit Chairs



Bolles School creative chair display and use of repurposed materials



2022 JBDTC celebrated its tenth season with more than 50 decorated chairs



2023 JBDC Large Ornament Sponsor

Your corporate logo or personalized message imprinted on large, plexi sea shell ornament for display throughout 2023 JBDC season. Learn more at deckthechairs.org

*Contact DTC for current chair availability. Sponsors will be responsible for design/build support and material costs. Chair decorating expenses including lights, misc. materials, construction and storage are the responsibility of the sponsor. Deck The Chairs will provide design support and can assist with build based on sponsor need and approved additional expenditures.

2023 JBDC Programming Sponsor

Exclusive 2023 JBDC Programming Sponsorship.

Logo and holiday messaging on JBDC holiday tree (most photographed exhibit) and Pavilion Stage banners

- Sponsor logo prominently featured on display and showcased during more than 120 15-minute nightly light shows
- Sponsor logo featured on Deck The Chairs website, Facebook page, and promoted through multiple JBDC social ads
- Sponsor logo on posters, brochures, and on all 2023 JBDC marketing materials

\$10,000

2023 Light Show Sponsor (Limited - 10 Available)

The most creative, interactive light and music display ever produced for Jacksonville Beach Deck The Chairs. The 140-foot light show features 10 large scale, motion activated instruments designed to play musical sounds through visitor interaction.

- Sponsor logo prominently featured on display and showcased during more than 120 15-minute nightly light shows
- Sponsor logo featured on Deck The Chairs website, Facebook page, and promoted through multiple JBDC social ads
- Sponsor logo on posters, brochures, and on all 2023 JBDC marketing materials

\$3,400

2023 JBDC Business Chair* (Limited - 20 Available)

Lifeguard chair in Latham Plaza or Seawalk Pavilion park space (preferred location based on first come, first serve). Logo recognition on main banners in Seawalk Pavilion. Logo also featured on Deck The Chairs web site and business promoted through several unique social posts.

PLUS – All sponsor logos appear on promotional materials including posters, brochures and collateral.

\$2,200

2023 JBDC Non-Profit Chair* (Limited - 10 Available)

Lifeguard chair in Latham Plaza or Seawalk Pavilion park space (preferred location based on first come, first serve). Logo recognition on main banners in Seawalk Pavilion. Logo also featured on Deck The Chairs web site and business promoted through several unique social posts.

PLUS – All sponsor logos appear on promotional materials including posters, brochures and collateral.

\$1,100

2023 JBDC Student Exhibit Partner (10 Available)

Ten high school art programs showcasing educational displays featuring repurposed/sustainability theme. Fifty percent of sponsorship underwrites decorating and construction expenditures. Logo and signage recognition throughout exhibit space.

PLUS – All sponsor logos appear on promotional materials including posters, brochures and collateral.

\$2,000



2023 JBDTC CUSTOMIZED EXHIBIT SPONSORSHIP

Materials and Decorations Guidelines

- Sponsor will be responsible for all construction material purchases unless otherwise subcontracted.
- Approved materials include: Wood, plastics, PVC, vinyl, metal fittings, chicken wire and lights. Fasteners are limited to zip ties, clamps and wood screws.
- Limited use of pre-made decorations will be accepted but require review.
- Chairs may not be modified or damaged in such that they will be deemed unusable.
- Chair designs will exist within a 15-ft by 15-ft area and should not exceed 12-ft in height.
- Designs must be submitted for review and approval.

Sponsor is responsible for meeting all deadlines and artistic guidelines.

Company/Organization _____

Contact Person _____

Address _____

City/State/Zip _____

Area Code/Phone Number _____

E-mail _____

Sponsorships* (select one)

_____ 2023 JBDTC Programming Sponsor	\$10,000	_____ 2023 JBDTC Non-Profit Chair (10 Available)	\$1,100
_____ 2023 JBDTC SeaSongs Light Show Sponsor (10 Available)	\$3,400	_____ 2023 JBDTC Student Exhibit (10 Available)	\$2,000
_____ 2023 JBDTC Business Chair (20 Available)	\$2,200	_____ 2023 JBDTC Large Ornament Partner	\$300

_____ #Exhibit Position Total: \$ _____

Comments: _____

Payment Information

The sponsor will provide full payment with signed contract (unless noted in early payment discount comments).
 The undersigned hereby authorizes Deck The Chairs to include company/organization information on specified marketing materials.
 The undersigned also agrees to pay in full for the sponsorship per terms noted above. Please sign and return indicating acceptance.

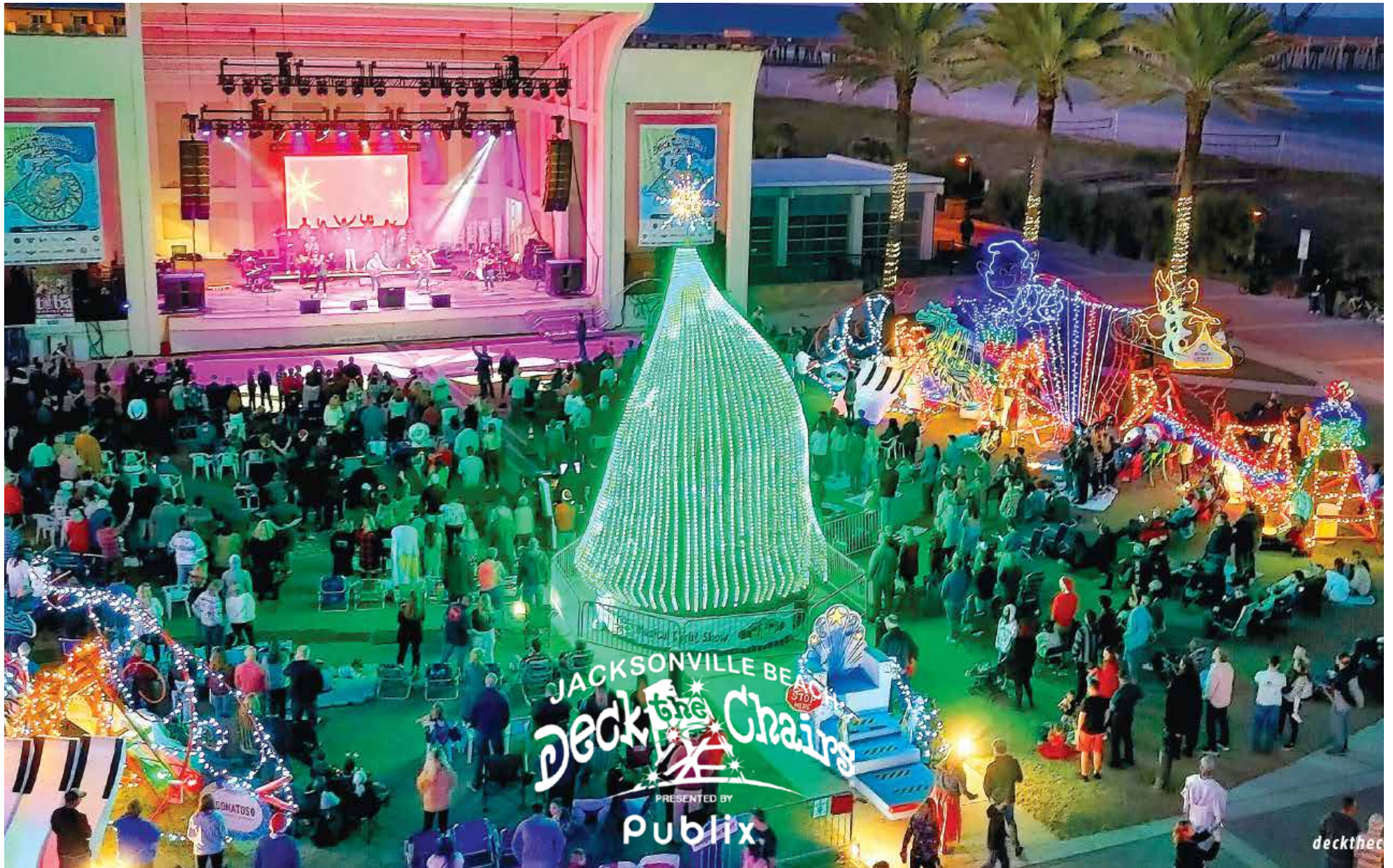
Make checks payable to: Deck The Chairs Inc. | Mail to: 3948 3rd Street South, #372, Jacksonville Beach, Florida 32250-5847
 (Please contact Margaret at 904.710.4528 for credit card payment option - 3% processing fee will be applied)

Signature _____ Date _____

Please Print Name _____

10% Early Payment Discount Available
Payment By 7.1.22

NOV 22 - JAN 1 | SEAWALK PAVILION | FREE NIGHTLY LIGHT DISPLAY 5PM-1AM



3948 3RD STREET SOUTH, #372 • JACKSONVILLE BEACH, FL 32250 | INFO@DECKTHECHAIRS.ORG | FOLLOW US [f DECKTHECHAIRS](https://www.facebook.com/deckthechairs) | 904.716.3853