

JACKSONVILLE BEACH
Deck the Chairs
PRESENTED BY
Publix.

2024 PARTNERSHIPS

Let Young Hearts Shine Jax



More Holiday Shows



More Decorated Chairs
New Student Displays



Celebrating The Holidays With Children's Arts

Welcome

DTC MISSION

Promoting Children's Arts And Arts Education

Showcasing creativity in public park space featuring decorated lifeguard chairs with children's holiday music and dance stage programming.



Grateful For Ongoing Community Support, Especially From Our Public Partners



Deck The Chairs Serves More Than 120,000 Visitors At Their Free Jax Beach Holiday Display

Deck The Chairs Excited To Provide More Children's Holiday Stage Performances

Since Deck The Chairs inception in 2013, we have poured ourselves into the creativity of the unique holiday lifeguard chair display. Jax Beach Deck the Chairs organizers are proud of the community support and the national attention we have attracted. Following the 2020 Pandemic, DTC saw how are unique outdoor arts programming could directly impact the greater North Florida area. JBDTC stage programming continues to see increased interest and investment.

DTC organizers alongside volunteers managed an estimated 1200 performers during the 2023 JBDTC Holiday season. DTC will expand stage programming



schedules in 2024 with hopes of doubling the number of children we can positively impact through the arts. We can not do this without your partnerships and we remain grateful for your continued commitment to our mission and the children we serve.

- 1) 400+ students received 2023 JBDTC community service hours**
- 2) 500+ students participated in the 2023 Deck The Chairs Student Decorating Challenge and supported JBDTC and JWJP exhibit build and decorate**
- 3) 1100+ students participated in 2022 JBDTC holiday stage programs**

Kurtis W Loftus

Kurtis Loftus, Founder | Executive Director

NOV 27 - JAN 1 | SEAWALK PAVILION | FREE NIGHTLY LIGHT DISPLAY 5PM-1AM

Celebrating The Holidays With Children's Arts

Beneficiaries



DTC Impact

Activating public spaces with nationally recognized events annually, showcasing more than 2000 young artists and seen by thousands of visitors from across the US.

- 12 Years Serving Jax
- 120K+ Annual Visitors
- 1300+ Student Volunteers / Performers
- Two Student Displays
- 100+ Community Partners
- 20+ Stage Programs
- Christmas Eve Service
- 7 Seasons Gator Bowl Pep Rally Host
- 20 Nights Concessions
- 40 Days Free & Open

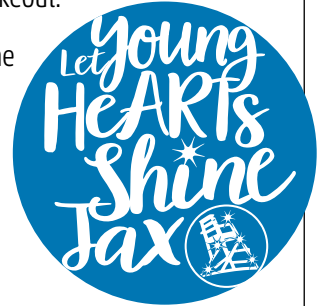
DTC Increases Investment For Arts Programs Participating In Student Decorating Challenge

DTC continues to expand its mission promoting children's arts and arts education. The 2023 holiday season showcased two free public displays created for Jacksonville and The Beaches. DTC organizers installed and then managed both displays for more than two months.

The DTC Student Decorating Challenge in James Welton Johnson Park and Jax Beach reflects a \$50,000 financial commitment to fund student art programs, underwrite new exhibit development and cover cost

of public space insurance, management and display installation/strikeout.

DTC is extremely proud of the public/private support we received and the greater shared community impact. In 2024, DTC organizers hope to double the funding provided for arts program decorating stipends.



Deck The Chairs Student Decorating Challenge Featured Displays In Downtown Jax And The Beaches



NOV 27 - JAN 1 | SEAWALK PAVILION | FREE NIGHTLY LIGHT DISPLAY 5PM-1AM

Celebrating The Holidays With Children's Arts

Highlights



DTC Community

Arts patrons and benefactors building a stronger community through the celebration of emerging creative talent — passionately supporting their young hearts and voices.

Let Young Hearts Shine Jax!

The 2024 Jax Beach Deck The Chairs Holiday Season will be filled with more children's arts programming.

JBDC organizers are planning and developing a holiday season focusing more resources on additional stage programming with greater opportunities to impact more children throughout the First Coast pursuing arts passions.

Five weekends have been identified on the JBDC calendar beginning 11.29.24. Stage availability for student arts programs could range between 12 to 15 dates. Scheduling for performances will likely occur between 3:30 p.m. – 7 p.m.

Learn more
programming@deckthechairs.org

A Holiday Season Packed With Arts Programming



Children's Music Programs



Partner Outreach



Dance Troupes From Across The First Coast



60 Decorated Lifeguard Chairs On Display



Special Event Programming



TaxSlayer Gator Bowl Pep Rally

NOV 27 - JAN 1 | SEAWALK PAVILION | FREE NIGHTLY LIGHT DISPLAY 5PM-1AM

Celebrating The Holidays With Children's Arts

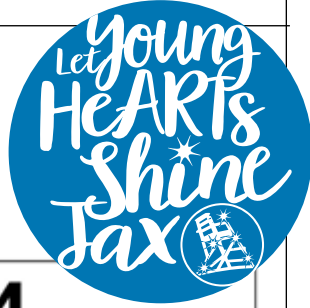
Schedules



2024 CHAIR PARTNER SCHEDULES

- **4.1.24**
*Past Sponsor Registration with 10% Discount
 Student Exhibit Planning*
- **5.1.24**
*New Chair Sponsorship
 Open With Discount*
- **6.1.24**
*Early Discount Ends
 Launch Student Exhibit Development*
- **8.20.24**
Decorating Workshop
- **9.17.24**
Decorating Workshop
- **10.15.24**
Decorating Workshop
- **10.29.24**
Decorating Workshop
- **11.12.24**
Final Decorating Workshop
- **11.20.24**
JBDTC Load In & Construction

SECURE YOUR CHAIR EARLY



JBDTC Event Schedule With Planned Concessions & Stage Program Dates

NOVEMBER 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
17	18	19	20	21	22	23
24	25	26	27 DTC Opening Night	28	29 Black Friday	30

Holidays and Observances: 5: Election Day, 11: Veterans Day, 28: Thanksgiving Day, 29: Black Friday

DECEMBER 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6 Moonlight Movies	7
8	9	10	11	12	13	14 Tuba Christmas
15	16	17	18	19	20	21
22	23	24 Christmas Eve Service	25	26	27	28 Gator Bowl
29	30	31	1	2	3	4

Holidays and Observances: 24: Christmas Eve, 25: Christmas Day, 31: New Year's Eve

LOAD IN | STRIKE OUT
OPEN SCHEDULE
CONCESSIONS OPEN
STAGE PROGRAMS

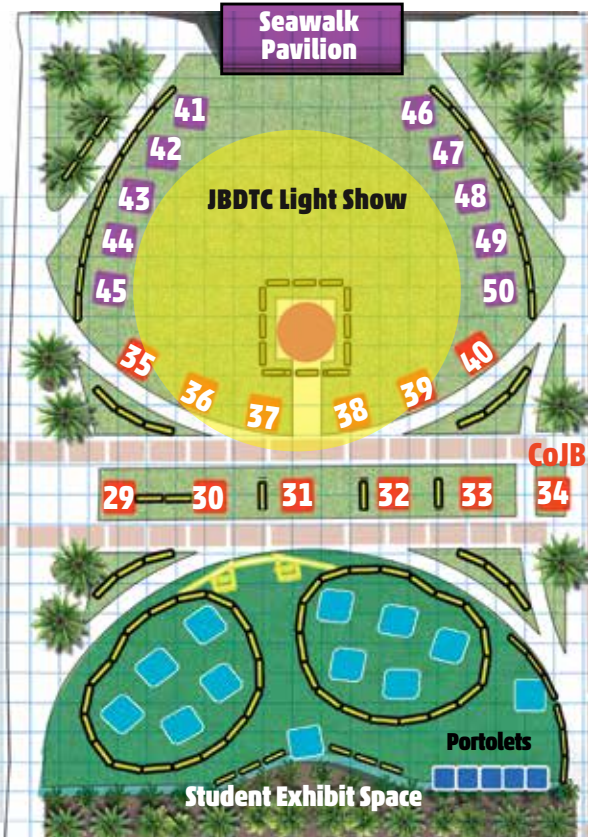
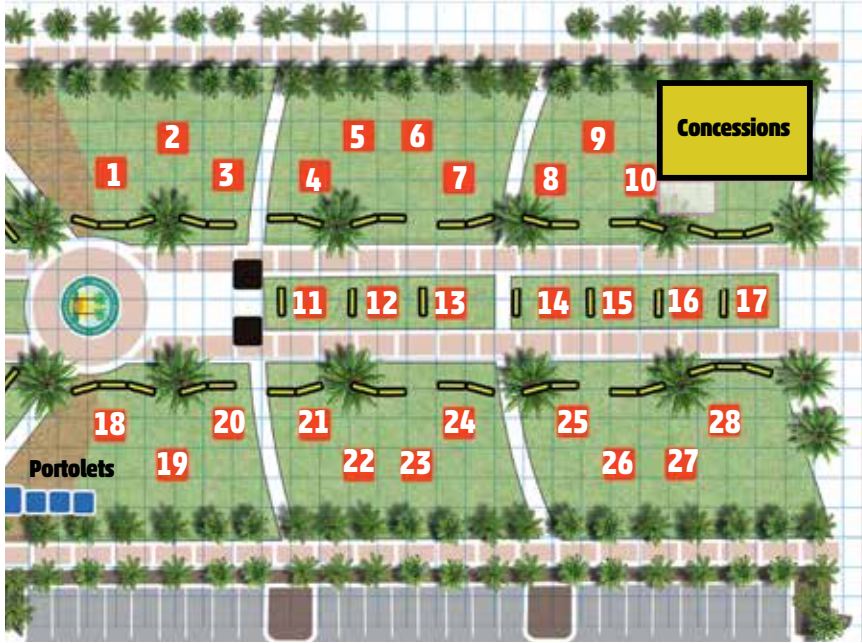
NOV 27 - JAN 1 | SEAWALK PAVILION | FREE NIGHTLY LIGHT DISPLAY 5PM-1AM

Celebrating The Holidays With Children's Arts

Site Map

Jax Beach Deck The Chairs Latham Plaza & Seawalk Pavilion Park Space

(As of 04.9.2024 — Map Subject To Change)



■ Partner Chair | 30 Qty
 ■ Musical Light Show | Stage Partner Chair 10 Qty
 ■ Student Display Partner | 10 Qty
 ■ Concessions



NOV 27 - JAN 1 | SEAWALK PAVILION | FREE NIGHTLY LIGHT DISPLAY 5PM-1AM



Celebrating The Holidays With Children's Arts

Partnerships



2024 Musical Light Show | Stage Programming Partner

New for 2024 Jacksonville Beach Deck The Chairs. The 140-foot musical light show featuring 10 large-scale musical instrument props are integrated into the Pavilion Stage with holiday lights and themed signage. The show is guaranteed to draw more attention and enjoyment.

- 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 1/2 page ad in Official 2024 JBDC Program Guide, logo on posters, brochures, and on all 2023 JBDC marketing materials

(LIMITED - 10 AVAILABLE)

\$3,800

2024 Business Partner Chair

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. Sponsor 1/8 page ad in Official 2024 JBDC Program Guide. PLUS – All sponsor logos appear on promotional materials including posters, brochures and collateral.

(LIMITED - 24 AVAILABLE)

\$2,600

2024 Non-Profit Partner Chair

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. Sponsor 1/8 page ad in Official 2024 JBDC Program Guide. PLUS – All sponsor logos appear on promotional materials including posters, brochures and collateral.

(LIMITED - 15 AVAILABLE)

\$1,300

2024 DTC Student Display Partner

Twenty student art programs showcasing educational displays featuring "Shine Jax" theme. Partnership helps underwrite exhibit costs and art program stipends. Signage recognition inside exhibit space and 1/4 page "Congratulations" ad in Official 2024 JBDC Program Guide.

(LIMITED - 20 AVAILABLE)

\$1,000



2024 JBDC Title Partner



2024 JBDC Presenting Partner



2024 JBDC Arts Partner



Celebrating The Holidays With Children's Arts



2024 PARTNERSHIPS & EVENT INFORMATION

Partner Agreement

Thank You For Your Supporting Children's Arts In North Florida

Company/Organization _____

Contact Person _____

Address _____

City/State/Zip _____

Area Code/Phone Number _____

E-mail _____

Sponsorships* (select one)

- | | |
|--|---|
| <input type="checkbox"/> 2024 Musical Light Show Stage Partner (10 Available)..... \$3,800 | <input type="checkbox"/> 2024 Non-Profit Chair Partner (15 Available) \$1,300 |
| <input type="checkbox"/> 2024 Business Chair Partner (24 Available)..... \$2,600 | <input type="checkbox"/> 2024 Student Display Partner (20 Available) \$1000 |

#Exhibit Position Total: \$ _____

Comments: _____

10% Early Partner Sign Up Discount Available Through 6.1.2024



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 _____

- 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.

NOV 27 - JAN 1 | SEAWALK PAVILION | FREE NIGHTLY LIGHT DISPLAY 5PM-1AM

Celebrating The Holidays With Children's Arts

Volunteer | Donate



DTC Service

Private and public collaborations serving alongside a community of volunteers working year-round with a commitment to inspire future generations through the arts.



JBDTC Student Load In Support



JBDTC Build/Decorate Support



JBDTC Concessions/Merchandise

MORE THAN AN EVENT

*Promoting Children's Arts
 And Arts Education*



A Vision For Tomorrow

Announce DTC Arts Scholarship In 2025

Positively Impact More Children's Lives Through The Arts By Growing Alliances With Like-Minded Public/Private Interests

Create More Outdoor Opportunities For Children's Arts

Support Jax Community Parks Arts Expansion

Help Create Arts Parks Jax and Youth Arts Leagues

deckthechairs.org/get-involved/donate

deckthechairs.org/get-involved/volunteer



Celebrating The Holidays With Children's Arts



"There can be no keener revelation of a society's soul than the way in which it treats its children."

Nelson Mandela



Celebrating The Holidays With Children's Arts

3948 3RD STREET SOUTH, #372 | JACKSONVILLE BEACH FL 32250-5847 | info@deckthechairs.org | follow us  [deckthechairs](https://www.facebook.com/deckthechairs) | 904.716.3853

Deck The Chairs is a 501(c)(3) Public Charity