

CELEBRATING 14 SEASONS



# SPONSORSHIPS | 2026

Supporting Student Artists Through Deck The Chairs And Beyond



Students In The Arts  
ALLIANCE



# About Deck The Chairs

Deck The Chairs (DTC), the flagship program for the Students in the Arts Alliance (SITAA), is produced in collaboration with the City of Jacksonville Beach, and was designed as a free multi-week event to attract more visitors to Jacksonville Beach during the offseason.

More than a decade since its inception, DTC continues to expand its footprint and impact with a greater focus on student participation. The event now offers an expanded Student Decorating Challenge, hands-on arts activities, and multi-disciplinary performances.

## COMMUNITY IMPACT

- **100,000+ Annual Attendees**
- **2,000+ Student Artists & Performers**
- **22 Student Decorating Teams**
- **Annual Community Service Hours**
- **Free, Safe And Accessible**
- **Alcohol-Free | Family-Centered**
- **Seasonal Economic Benefit**

“Returning to support Deck The Chairs each season is an easy decision for us. The event represents everything a community partnership should be — visible impact, authentic engagement, and meaningful investment in student creativity. The organization, and community response make it a highly valued partnership.”

**Denny Banta, Angel’s Construction**

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## Supporting Student Artists Through Deck The Chairs And Beyond

3948 3rd Street South, #372 | Jacksonville Beach, FL 32250 | 904.716.3853 | [www.sitaa.org](http://www.sitaa.org)  
 Students In The Arts Alliance, Inc. AKA Deck The Chairs is a 501(c)(3) Public Charity



# 2026 DTC Corporate Sponsorships

## Deck The Chairs is more than an event.

**It is a platform** — one that gives young artists real-world exposure, brings families together in shared experiences, and activates public space in a way that strengthens local business and civic connection.

As a Deck The Chairs sponsor, your organization becomes part of that community transformation while supporting the Students In The Arts Alliance mission. You are not simply placing a logo in a park. You are:

**CHAMPIONING STUDENT TALENT & INVESTING IN ACCESSIBLE PUBLIC ARTS**  
**ALIGNING BRAND WITH A HIGH-VISIBILITY, HIGH-IMPACT COMMUNITY EXPERIENCE**



## TITLE SPONSOR

### City of Jacksonville Beach

*The City of Jacksonville Beach serves as the Title Partner of Deck The Chairs, providing the civic foundation that makes this multi-week holiday arts experience possible.*

*Through a long-standing public agreement and operational partnership, the City enables the activation of the Seawalk Pavilion and Latham Plaza as a free, alcohol-free, family-centered cultural venue welcoming more than 100,000 visitors annually.*

*This partnership delivers measurable impact:*

- **Sustains five consecutive weekends of public programming**
- **Provides exhibition space for thousands of student artists**
- **Drives seasonal tourism and foot traffic to local businesses**
- **Maintains a safe, highly accessible public environment**

*By serving as Title Partner, the City demonstrates civic leadership in youth arts, cultural placemaking, and community accessibility — reinforcing Deck The Chairs as an institutional tradition and a premier public arts platform in Northeast Florida.*



## PRESENTING SPONSOR

### Publix

*As Presenting Partner of Deck The Chairs, Publix underwrites a significant portion of the event's concessions program and student arts programs.*

*By providing financial and in-kind support for food and beverage offerings, Publix enables Deck The Chairs to:*

- **Generate critical fundraising revenue without charging admission**
- **Maintain a free, safe welcoming environment**
- **Reinvest proceeds into student performance and exhibition opportunities**
- **Support five weekends of stage programming and public art installations**

*This partnership plays a vital operational role. Concessions revenue becomes mission fuel — helping fund student showcases, production costs, and year-round initiatives under Students In The Arts Alliance.*

*Through its underwriting support, Publix demonstrates a tangible commitment to community access, youth arts development, and the sustainability of one of the region's largest free holiday cultural events.*

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# 2026 DTC Corporate Sponsorships

## SITAA SHOWCASE WEEKLY EVENT SPONSOR | \$8,000 EACH

**5 AVAILABLE | Five Weeks. Five Lead Partners. One Mission.**

**New For 2026! Limited Week-Long Showcase Sponsorship**

### BRAND VISIBILITY

- Recognition as Arts Showcase Weeklong Lead Partner
- Light Show Premium Chair With Logo Placement
- 4 qty Logo Fence Panels 8' x 32" High Traffic Spots
- 2 large stage banners displayed during that week
- Logo inclusion on website under themed week

### ACTIVATION

- 2 prime tent activation dates during sponsored week
- Premium tent placement

### STUDENT IMPACT ALIGNMENT

- Recognition as supporter of that week's student programming
- Branded "Supported By" signage near student arts area

### STAGE PRESENCE

- Verbal recognition at all stage programs that week
- On-stage recognition at peak program
- Opportunity for company rep welcome remarks (opening night of week)

### DIGITAL & MEDIA

- 2 dedicated social media posts tied to sponsored week
- Inclusion in week-specific press (when applicable)

### WEEK 1

#### Thanksgiving Opening Celebration!

- Opening Night Programming
- VIP Sponsor Recognition
- Kick Off Arts In the Park & SITAA Christmas Market

### WEEK 2

#### Celebrate Students In The Arts!

- Friday: Florida Ballet Presents The Nutcracker.
- Saturday: Arts In The Park & More!
- Sunday: SITAA Christmas Market

### WEEK 3

#### Dance, Music, Tubas And More!

- Friday: Stage Programming
- Saturday: Tuba Christmas, Arts In The Park & More!
- Sunday: SITAA Christmas Market

### WEEK 4

#### Creatively Christmas At DTC!

- Friday: Stage Programming
- Saturday: Chair Awards, Arts In The Park & More!
- Sunday: SITAA Christmas Market

### WEEK 5

#### New Year's Closing Celebration!

- Christmas Week
- TaxSlayer Gator Bowl Pep Rally (Dates TBD)
- Sunday SITAA Christmas Market
- DTC Closes 1.1.27



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# 2026 DTC Corporate Sponsorships



## DTC INSTALLATION / EQUIPMENT SPONSOR | \$8,000 — 1 AVAILABLE

*As the Installation & Equipment Sponsor, your organization plays a vital behind-the-scenes role in bringing the magic of Deck The Chairs to life. This partnership directly supports the heavy equipment and resources to build and maintain one of the region's most beloved holiday experiences.*



### What You Own

- **Official Designation: Installation & Equipment Sponsor of Deck The Chairs**
- **Prominent On-Site Recognition On Large Installation Message Banner**
- **Logo Placement On 4 Sponsor Fence Panels**
- **On-Site Activation (10x10 Tent - 5 Market Dates)**
- **Website And Social Media Recognition**
- **Event Program Recognition**

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# 2026 DTC Program Sponsorships

## STUDENT DECORATING CHALLENGE

**Cultural Council of Greater Jacksonville | City of Jacksonville  
Jacksonville Zoo & Botanical Gardens**

Two themed exhibits are developed for the holiday season. Deck The Chairs hosts 12 area school programs and the Jacksonville Zoo hosts an additional 10 school programs. Public and private school programs with strong interest in arts and technologies submit applications for participation following Spring Break.



*Three-Month In-School,  
After-School Decorating Project*

*Installation and Five-Week  
Exhibit at Jacksonville Beach  
Deck The Chairs and the  
Jacksonville Zoo & Gardens*

*\$500 In School Decorating  
Stipend Available*

*Awards Announced at JBOTC*



## ARTS IN THE PARK ACTIVITIES SPONSOR | \$8,000 — 1 AVAILABLE

As the exclusive Arts in the Park Activities Sponsor, your brand becomes connected with one of the events most interactive and joy-filled space — a hands-on creative hub designed specifically for families and young artists.

Your support provides four fun-filled days of art.

- **Holiday Sandcastle Build**
- **Kids Mural Painting**
- **Scotie Cousin Art Jam**
- **Santa's Work Shop**

### What You Own

- **Prominent Signage Naming Your Company As Arts Activities Sponsor**
- **On-Site Activation (20x40 Tent - 5 Market Dates)**
- **Logo Placement On 4 Sponsor Fence Panels**
- **Web Site And Social Media Recognition**



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# 2026 DTC Program Sponsorships

## DECK THE CHAIRS MUSICAL LIGHT SHOW SPONSOR | \$4,000 EACH

**5 AVAILABLE | *There's Magic In The Chair!***

The DTC Musical Light Show Partnership offers one of the most prominent and immersive branding opportunities within Deck The Chairs. Positioned directly in front of the Seawalk Pavilion stage — the highest visible location in the park — this partnership places your brand at the center of the event's signature hourly musical light experience.

Each evening, on the hour, the park transforms as synchronized lights and music captivate thousands of attendees. As a Light Show Partner, your brand becomes integrated into that moment.



**Get Your  
Light Show  
Premium Chair!  
Limited  
Availability**



### **Sponsorship Includes: Prime Park Placement**

- Exclusive Light Show Premium Chair installed in the premier stage-front zone
- Prominent visibility during peak attendance hours
- High-photo, high-traffic location for five consecutive weeks
- Hourly audio recognition  
Branded acknowledgment woven into the musical show  
Recognition delivered every hour, on the hour  
Repeated impressions throughout the full event run

### **Visual Brand Presence**

- 2 premium fence logo panels in high-traffic locations
- Logo inclusion in light show promotional materials (as applicable)

### **Why It Matters**

The musical light show is a recurring anchor moment of Deck The Chairs. Families gather. Cameras come out. Crowds pause. This partnership connects your brand to one of the most memorable, shareable, and repeatedly experienced elements of the event.

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# 2026 DTC Chair Sponsorships

## COMMUNITY CHAIR DECORATING SPONSOR | \$2,600 EACH

**28 BUSINESS CHAIRS AVAILABLE | 6 NON PROFIT CHAIRS AVAILABLE (50% OF LISTED RATE)**

The Community Chair Decorating Partnership invites local businesses and six non profit organizations to become part of the visual landscape of Deck The Chairs through a prominently displayed decorated chair installation. These 34 community chairs create a vibrant corridor of creativity within the park and serve as highly photographed, high-visibility features throughout the five-week event.

**Your investment supports student performances and visual arts opportunities while keeping Deck The Chairs free and accessible.**



### Community Chair Decorating Sponsorship Includes:

- Major park visibility
- One decorated community chair installation displayed for full event run
- Branded signage placed adjacent to the chair
- 2 fence logo placements near high-traffic areas
- Inclusion on Community Chair recognition signage

### Engagement & Photo Opportunity

- Chair positioned within a high foot traffic zone
- Designed to encourage photos and social sharing
- Opportunity for company team photo at installation

### Digital Recognition

- Social media recognizing your chair participation
- Website listing under Community Chair Partners

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# 2026 DTC Outreach & Market

## PARK LIGHTING SPONSOR | \$2,600

**1 AVAILABLE — Lighting and Maintenance 50 qty Small Palms**

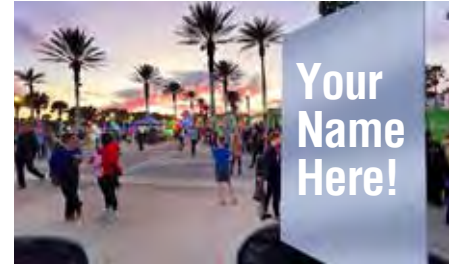
- DTC Sun & Palms prop featured with chair. Located in East Latham Park
- 2 qty logo panels 8' x 32" attached to fencing in high traffic locations
- Social messaging



## COMMUNITY IMPACT SPONSOR | \$1,200 EACH

**10 AVAILABLE | Targeted, Cost Effective Community Activation**

- 2 qty logo panels 8' x 32" attached to fencing in high traffic locations
- Recognition on Community Impact Signage at Seawalk Pavilion Entrance
- 2 Tent activation dates



## SITAA DTC CHRISTMAS MARKET | 51 QTY 10X10 SPACES AVAILABLE

**5 DATES AVAILABLE | SUNDAYS, 11 PM - 6 PM | DISCOUNT RATE FOR MULTIPLE DATES**



As a Christmas Market Vendor, you become part of a vibrant holiday destination. This is more than a booth space — it's high-visibility access to engaged, multi-generational audiences actively shopping, strolling, and staying in the park.



### **Why Be A Christmas Market Vendor At Deck The Chairs?**

*Built-in foot traffic | Five weekends of consistent attendance, including peak holiday visitation and special themed showcase weeks | Intentional holiday audience | Families, visitors, and community members specifically seeking festive gifts, treats, and seasonal experiences | Safe, family-focused environment*

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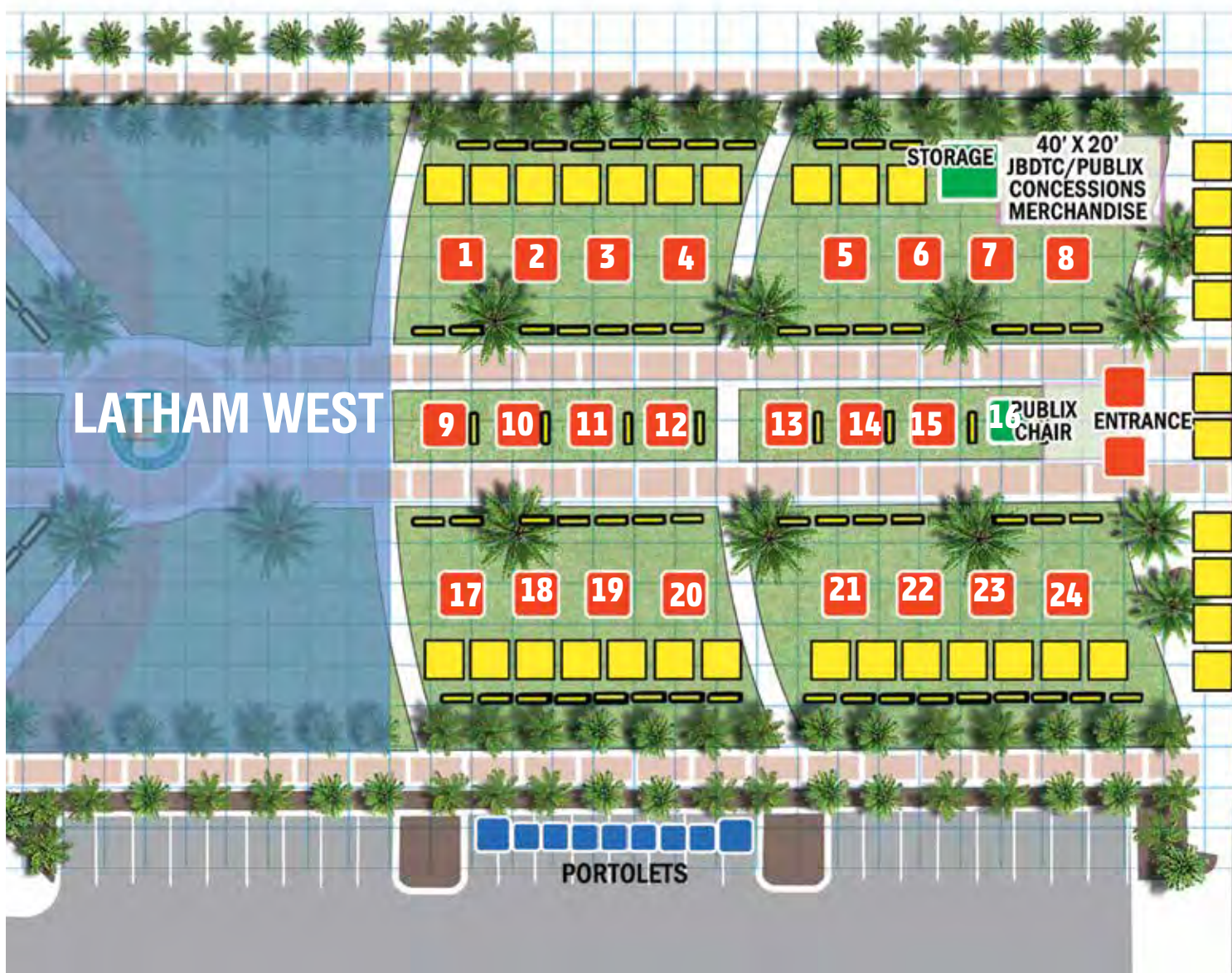
# 2026 DTC Exhibit Space



SITAA FLAGSHIP PROGRAM

## Latham Plaza Exhibit Map (as of 3.1.26)

- COMMUNITY CHAIRS**  
34 QTY
- LIGHT SHOW CHAIRS**  
10 QTY
- STUDENT CHAIRS**  
12 QTY
- VENDOR TENTS**  
51 QTY\*
- DTC SPONSOR TENTS**  
10 QTY
- DTC INFO BANNERS**  
6 QTY
- SPONSOR FENCE PANELS** — WEST LATHAM - 63 QTY  
EAST LATHAM - 61 | STUDENT SPACE - 48 QTY | TOTAL=172



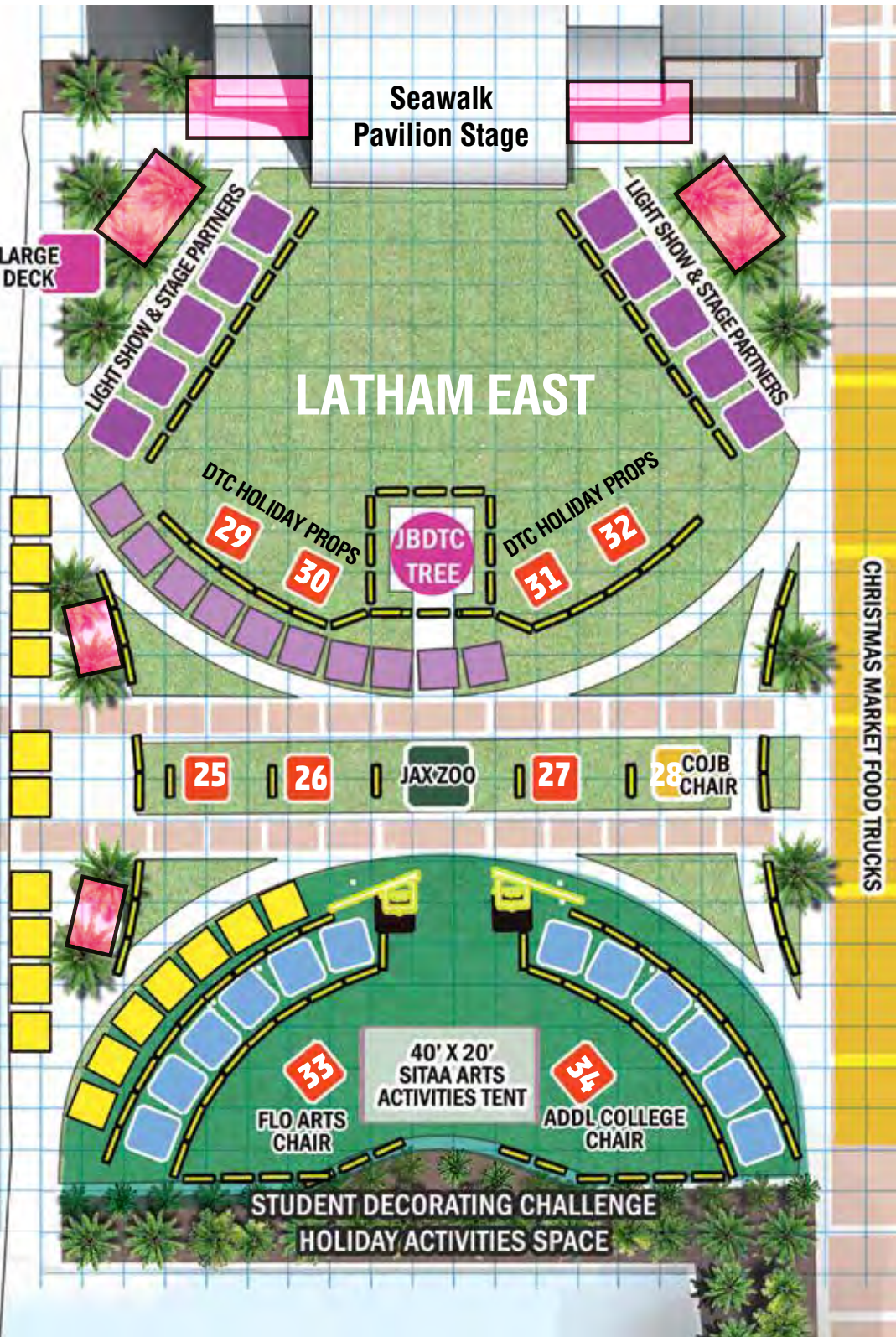
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# 2026 DTC Exhibit Space



Community Chairs



Musical Light Show Chairs



Sponsor Tents



Student Chairs

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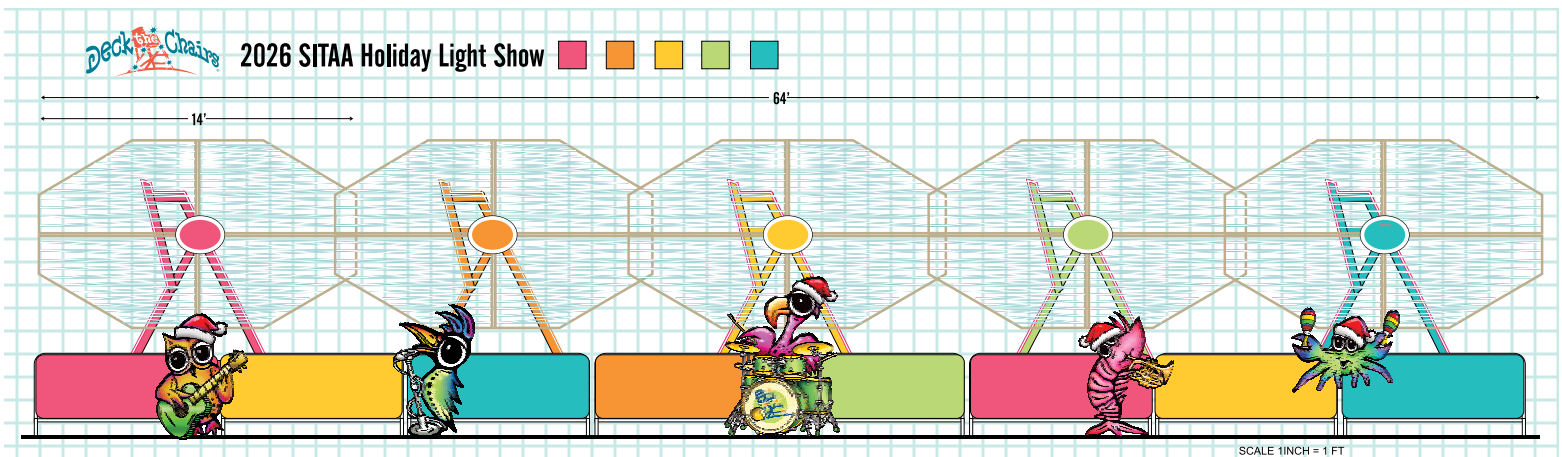
# 2026 DTC Sponsor Assets



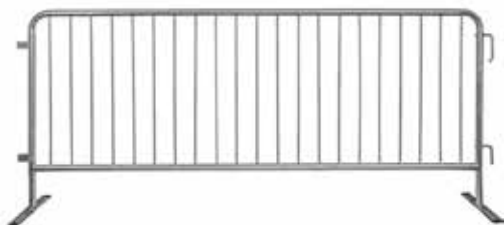
**Seawalk Pavilion Stage Banners With Logos**



**Information Banners With Logos**



**Musical Light Show Fence Panels With Logos**



**Sponsor Fence Panels With Logos (Qty Based on Agreement)**

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# 2026 DTC Sponsor Assets



**Arts In Park Activities Sponsor Signage**



**Sponsor 8'x4' Sign**



**SITAA Support Signs**



**Sponsor Activation (Tent Spaces)**



**2026 DTC Holiday Props (4 Available)**

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# 2026 DTC Event Calendar



## CHAIR DECORATING DATES

- 4.14.26**  
*Past Sponsor Registration with 10% Discount | Student Exhibit Planning*
- 5.14.26**  
*New Chair Sponsorship Open With Discount*
- 6.14.26**  
*Early Discount Ends | Launch Student Exhibit Development*
- 8.18.26**  
*Decorating Workshop*
- 9.15.26**  
*Decorating Workshop*
- 10.13.26**  
*Decorating Workshop*
- 10.27.26**  
*Decorating Workshop*
- 11.10.26**  
*Final Decorating Workshop*
- 11.17.26**  
*JBDTC Load In & Construction*

- 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 a way 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.

## NOVEMBER 2026

SUN	MON	TUES	WED	THURS	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
<b>JBDTC INSTALATION   SPONSOR LOAD IN</b>						
22	23	24	25	26	27	28
<b>WEEK 1</b>						
29	30					
<b>Thanksgiving Opening Celebration!</b>						

## DECEMBER 2026

SUN	MON	TUES	WED	THURS	FRI	SAT
		1	2	3	4	5
<b>WEEK 2</b>						
6	7	8	9	10	11	12
<b>Celebrate Students In The Arts!</b>						
<b>WEEK 3</b>						
13	14	15	16	17	18	19
<b>Dance, Music, Tuba's &amp; More!</b>						
<b>WEEK 4</b>						
20	21	22	23	24	25	26
<b>Creatively Christmas At DTC!</b>						
<b>WEEK 5</b>						
27	28	29	30	31		
<b>New Year's Closing Celebration!</b>						

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# 2026 DTC Sponsor Agreement



## Thank You For Supporting Deck The Chairs The Flagship Program Of Students In The Arts Alliance

Company/Organization \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Area Code/Phone Number \_\_\_\_\_

E-mail \_\_\_\_\_

### Sponsorships\* (select one)

- \_\_\_\_\_ 2026 Installation/Equipment Sponsor (1 Available)..... \$8,000
- \_\_\_\_\_ 2026 Arts In The Park Activities Sponsor (1 Available) ..... \$8,000
- \_\_\_\_\_ 2026 SITAA/DTC Showcase Weekly Sponsor (5 Available).....\$8,000
- \_\_\_\_\_ 2026 SITAA/DTC Musical Light Show Sponsor (5 Available)..... \$4,000

- \_\_\_\_\_ 2026 Park Lighting Sponsor (1 Available)..... \$2,600
- \_\_\_\_\_ 2026 Community Chair Sponsor (28 | 6 Available) \$2,600 | \$1,300\*
- \_\_\_\_\_ 2026 Community Impact Sponsor (10 Available) . \$1,200
- \_\_\_\_\_ 2026 SITAA Christmas Market Vendor (5 Sundays)\*\*

\_\_\_\_\_ #Exhibit Position Total: \$ \_\_\_\_\_

\*28 Community Chairs Full Rate \$2,600 and 6 Community Chairs Available For Non Profits at \$1,300  
\*\* Subject To Change

Comments: \_\_\_\_\_  
\_\_\_\_\_

**10% EARLY  
PAY DISCOUNT  
AVAILABLE  
BEFORE 6.14**

### 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: Students In The Arts Alliance, 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 \_\_\_\_\_



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# CELEBRATING 14 SEASONS



## Jax Favorite Holiday Tradition | Benefiting Students In The Arts



## ABOUT STUDENTS IN THE ARTS ALLIANCE

Students in the Arts Alliance (SITAA) is a 501(c)(3) nonprofit based in Jacksonville Beach, Florida, dedicated to advancing the future of the arts by connecting student creativity with community through public arts and educational initiatives. Through a growing network of partners, SITAA transforms free and accessible public spaces into youth led arts experiences that empower students, activate parks and plazas, and engage thousands of visitors each year. The organization oversees the nationally recognized holiday tradition Deck The Chairs as its flagship program and supports additional year round opportunities. For more information, visit: [www.sitaa.org](http://www.sitaa.org).



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