

CELEBRATING 14 SEASONS



EVENT SPONSORSHIP | 2026

WE HOPE YOU CAN JOIN US IN CELEBRATING THE BEACHES FAVORITE TRADITION

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
 Students In The Arts Alliance, Inc. AKA Deck The Chairs is a 501(c)(3) Public Charity



2026 Showcase Sponsorships

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

5 AVAILABLE | *The Best Opportunity For Comprehensive Brand Exposure!*

- Recognition as Arts Showcase Weeklong Partner
- Light Show Premium Chair With Logo Placement
- 4 qty Logo Fence Panels 8' x 32" High Traffic Spots
- Pavilion stage banners displayed during that week
- Logo placement on 15' x15' Event Schedule banner
- Verbal recognition during stage programs that week
- On-stage recognition at peak program
- Opportunity for company rep welcome remarks
- 5 weekends with tent activation including Christmas Market
- Showcase Sponsor Recognition in 2026 JBDC Event Program (distributed to attendees)
- Logo inclusion on website
- Dedicated social media posts tied to sponsored week
- Inclusion in week-specific press (when applicable)

New For 2026! Limited Week-Long Showcase Sponsorship

More Than 50 Chair Displays • Weekend Stage Programming • Christmas Market

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 Programming Sponsorships

JBDTC MUSICAL LIGHT SHOW SPONSOR | \$4,000 EACH

5 AVAILABLE | *High Visibility With Five Days For Business Activation*

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
- Logo on large Pavilion stage banner
- Prominent visibility during peak attendance hours
- Hourly audio recognition as part of 2026 JBDTC Musical Light Show
- One weekend with tent activation
- 2 premium fence logo panels in high-traffic locations
- Logo inclusion in 2026 JBDTC Event Program
- Logo inclusion on web site

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2026 Exhibit Sponsorships

DTC INSTALLATION / EQUIPMENT SPONSOR | \$6,000 — 1 AVAILABLE



- Official Installation & Equipment Sponsor
- 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

PARK LIGHTING SPONSOR | \$2,600

1 AVAILABLE — Lighting and Maintenance 50 qty Small Palms

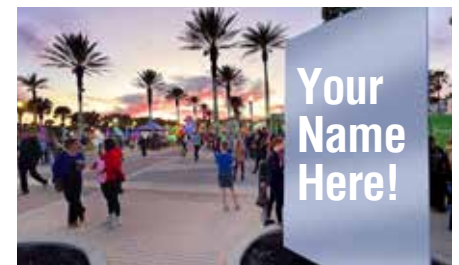
- DTC Sun & Palms prop featured with chair. Located in East Latham Park
- 2 qty logo panels 8' x 32" attached to fencing in high traffic locations
- Social messaging



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



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2026 Chair Decorating 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 Jacksonville Beach Deck The Chairs through a prominently displayed decorated chair installation.



Chair Decorating Sponsorship Includes:

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

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2026 Christmas Market

MARKET EXPANDED FOR 2026 | 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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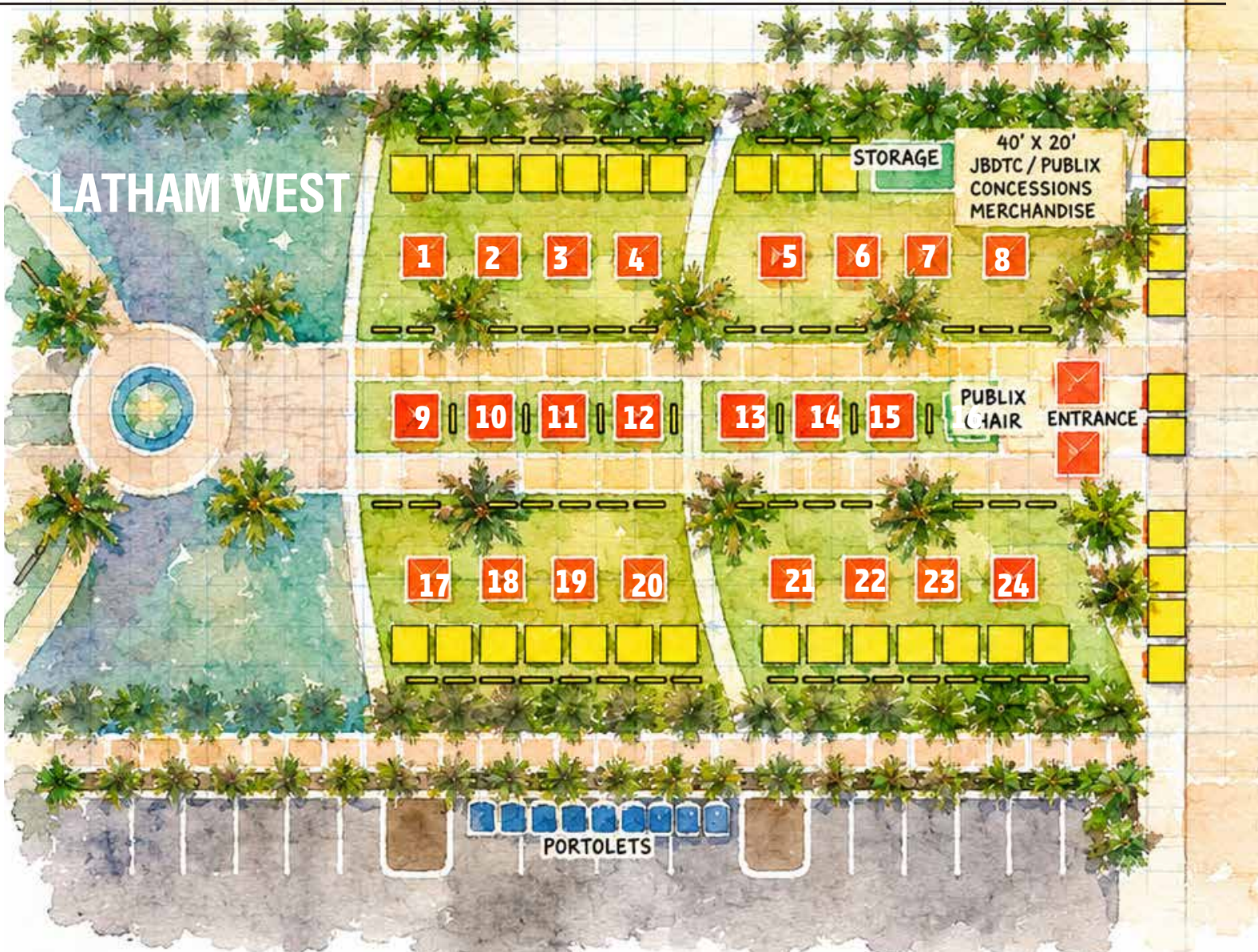
2026 JB DTC Exhibit Space



SITAA FLAGSHIP PROGRAM

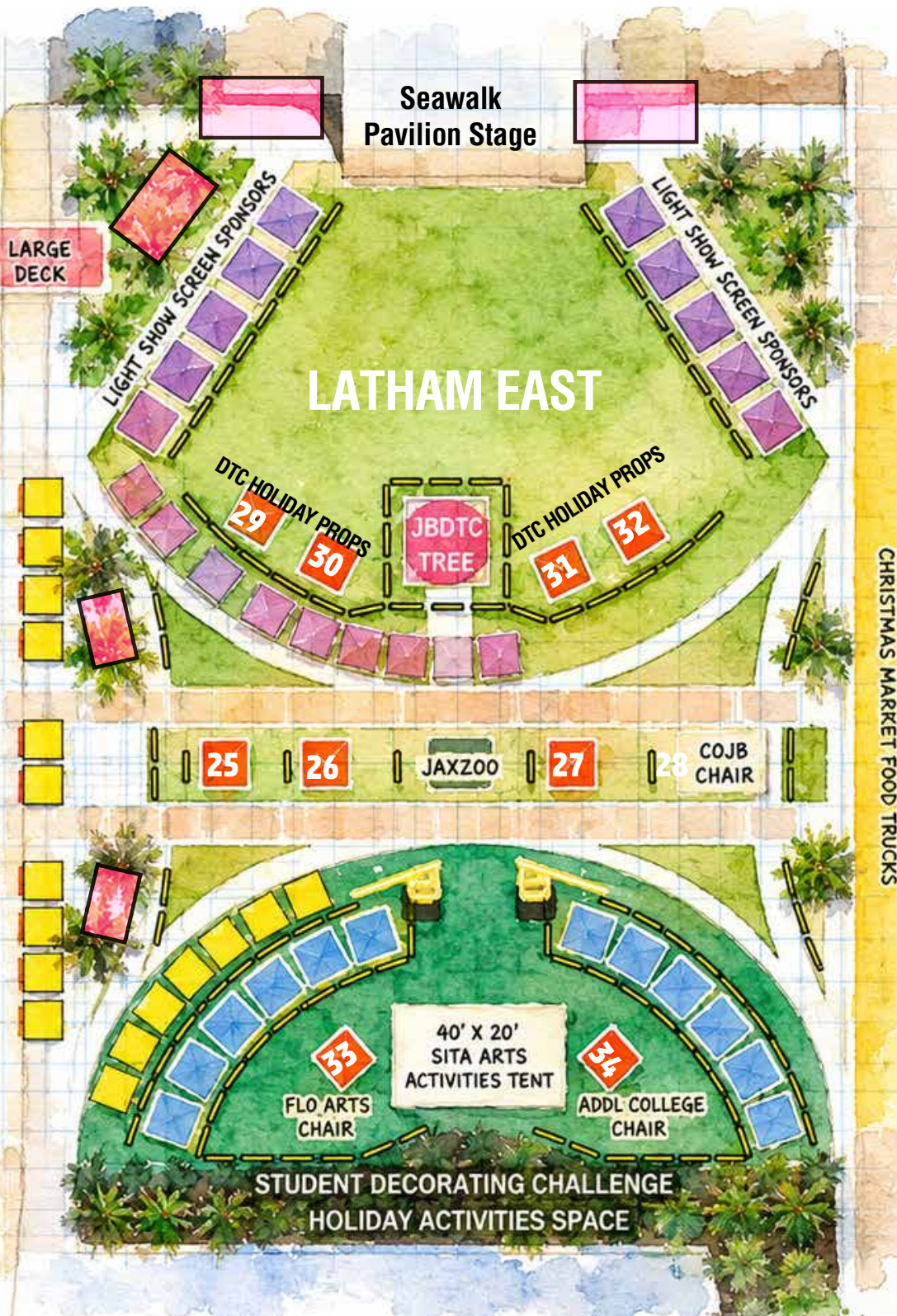
Latham Plaza Exhibit Map (as of 6.1.26)

- 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 5 QTY
- SPONSOR FENCE PANELS — WEST LATHAM - 63 QTY
EAST LATHAM - 61 | STUDENT SPACE - 48 QTY | TOTAL=172



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Community Chairs



Musical Light Show Chairs



Sponsor Tents



Student Chairs

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2026 JB 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**
JB DTC 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 <small>Daylight Savings Time (Ends)</small>	2	3	4	5	6 <small>Diwali</small>	7
8	9 <small>New Moon</small>	10	11 <small>Veteran's Day</small>	12	13	14
15	16	17	18	19	20	21
JB DTC INSTALLATION SPONSOR LOAD IN						
22	23	24 <small>Full Moon</small>	25	26 <small>Thanksgiving Day</small>	27 WEEK 1	28
29	30	1	2	3	4	5
Thanksgiving Opening Celebration!						

DECEMBER 2026

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

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2026 JBDDTC 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)

- | | | | |
|---|---------|--|---------|
| <u> </u> 2026 JBDDTC Showcase Weekly Sponsor (5 Available) | \$8,000 | <u> </u> 2026 Chair Decorating Sponsor Non Profit (6 Available).. | \$1,300 |
| <u> </u> 2026 JBDDTC Installation/Equipment Sponsor (1 Available)..... | \$6,000 | <u> </u> 2026 Park Lighting Sponsor (1 Available)..... | \$2,600 |
| <u> </u> 2026 JBDDTC Programming Sponsor (5 Available)..... | \$4,000 | <u> </u> 2026 Community Impact Sponsor (10 Available) | \$1,200 |
| <u> </u> 2026 JBDDTC Chair Decorating Sponsor (28 Available)..... | \$2,600 | <u> </u> 2026 SITAA Christmas Market Vendor (5 Sundays)** | |

 #Exhibit Position Total: \$ _____

** Vendor Agreements Available Beginning 6.14 (Dates 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

Your sponsorship supports student performances and visual arts opportunities while keeping Deck The Chairs free and accessible



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.



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