

First Friday Art Walk Season 2024-2025
Business, Sponsor, & Arts Organization Application
1) ABOUT YOUR BUSINESS OR ORGANIZATION

artinfo@ocalafl.gov

(352) 629-8447



- Downtown Ocala Business (in code district)
- Non-Downtown Business
- Arts Organization
- I participated in the 2023-24 Art Walk Season or previous season: _____

Business/Organization name: _____

Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip code: _____

Contact phone number: _____ Email: _____

Website: _____ Social Media: _____

****A valid, active email address is required to participate in First Friday Art Walk.****

ARTS ORGANIZATIONS ONLY:

Please describe your organization in 20 words or less:

Non-profit organizations that are directly related to cultural arts are given **first priority** to participate in First Friday Art Walk. Art organizations that rent a tent from the City will receive a 50% discount if they provide a FREE, approved art activity for the public during Art Walk. **(NO COLORING SHEETS)**

2) AVAILABILITY

Select which First Friday Art Walk event months you're able to attend: check all that apply

- September
- October
- November
- December
- January
- February
- March*
- April
- May

Attendance: If you're unable to attend a First Friday Art Walk you signed up for, please provide two weeks' notice of your absence or coordinate a replacement person to attend in your booth/business.

***March** is our annual *Retro Sounds* First Friday Art Walk and a separately sponsored event with additional fees and marketing. We'll provide further details if you're interested in participating.

3) SPONSORSHIP

Select First Friday Art Walk Sponsorship and/or Participation: check all that apply

FRIEND level (Downtown Businesses ONLY): Please check all that apply

- DONATE** of minimum of **\$250** for the season. Please make checks payable to the *City of Ocala*. All funds will be utilized to coordinate and advertise First Friday Art Walk events. Businesses will receive a listing on our website, social media, window sticker, and monthly First Friday Art Walk maps.
- HOST** artist inside/outside my business. Your business **MUST** be open from 5:30 to 9:00 p.m. for event set up and break down. If possible, please provide electricity or outdoor lighting for your partnered artist. Please provide restroom access for the artist and indoor availability during inclement weather.



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****Businesses that wish to have a specific artist in front of their business for the entire Art Walk season, must provide a sponsorship payment of a minimum of \$250 to the City.****

SPECIAL or EVENT at my business. Your business **MUST** be open from 6:00 p.m. to 9:00 p.m. during scheduled First Friday Art Walk events. Please describe what special or cultural arts event you'll be hosting (speaker, coupons, etc): _____

PAINTER level (All businesses):

Ocala businesses can sponsor First Friday art Walk for a seasonal fee of **\$500**. All sponsors will receive a business listing on our website, social media recognition, and your logo on our monthly First Friday Art Walk maps.

SCULPTOR level (All businesses):

Ocala businesses can sponsor First Friday Art Walk for a season fee of **\$1000**. All sponsors will get PAINTER level benefits along with a 10'x10' promotional space on the Historic Downtown Square at each event. Please provide an approved art activity at their booth location.

I require a City tent. (Tent rental fees are waived.)

I will provide my own tent.

OTHER IN-KIND/SERVICE

Provide a minimum of **\$500** estimated cost of in-kind services. Please describe provided services (or attach proposal)

4) PAYMENT

Arts Organizations:

\$30 application fee + **\$25** registration fee = **\$55** total

+ **\$25** tent rental per event OR + **\$12.50** tent rental discount fee per event

In the event of denial, the **\$30** application fee will be refunded.

Please pay fees with credit/debit card by phone on **(352) 629-8447** or by check payable to *City of Ocala* to:

ATTN: First Friday Art Walk, 201 SE 3rd Street, 2nd Floor, Ocala, FL 34471

Businesses & Sponsors:

Please make sponsor payments with credit card by phone on **(352) 629-8447** or by check payable to *City of Ocala* to:

ATTN: First Friday Art Walk, 201 SE 3rd Street, 2nd Floor, Ocala, FL 34471

5) AGREE AND SIGN

Deadline: To participate in the complete season of First Friday Art Walk, applications are due: **August 1, 2024**.

For the remaining season, First Friday Art Walk application deadline is the **first day of the month prior to the next First Friday Art Walk**. (i.e. October 1st is the deadline for November Art Walk) Applications are reviewed on a rolling monthly basis throughout the Art Walk season. For the complete rules and regulations, please visit: www.ocalafl.gov/artwalk.

I have read the rules and regulations of First Friday Art Walk and agree to follow them.

Print Name

Date

Signature

