



Painting in the Park is the Museum of Fine Arts, St. Petersburg's annual FREE community event, transforming our entire outdoor campus into a vibrant space for art-making and interactive fun. Colorful, creative, and joyfully messy, Painting in the Park has been a beloved tradition since 2008. The 2025 event will mark our 15th edition, and we are excited to offer new and enhanced experiences.

Participants will receive a **Painting in the Park Passport** to guide them through various Activity Stations located throughout the MFA campus, where they can create unique, make-and-take masterpieces inspired by the MFA's renowned Collection.

New in 2025! For the first time, the MFA Side Parking Lot will be activated as a dedicated food, rest, and entertainment hub. Sponsors will have the opportunity to be prominently featured in this dynamic area, which will include:

- **Food trucks and a beer tent**
- **Live music and performances**
- **Picnic tables and seating areas**
- **Cooling stations (fans, misters, etc.)**

This exciting addition provides an excellent opportunity for sponsors to connect with thousands of families, local artists, and community members in a fun and engaging environment, all while supporting the MFA's mission to foster creativity and community engagement.

By sponsoring **Painting in the Park**, your organization will align with a signature event that celebrates art, creativity, and community, offering high-visibility branding and meaningful engagement with diverse audiences.

PROGRAM SPONSORSHIP



Program Sponsorship at the Museum of Fine Arts, St. Petersburg provides patrons exclusive opportunities to deepen their engagement with the Museum’s mission and vision. Your support enables the MFA to share art’s capacity to create connections, foster curiosity, and enrich lives.

BENEFITS AND RECOGNITION	\$25,000	\$10,000	\$5,000	\$2,500	UNDER \$1,000
Exclusive Presenting Sponsor with brand recognition on all marketing assets including MFA Painting in the Park banner (1)	SECURED				
Discovery Passport Sponsor with logo recognition on printed passports (1)		•			
Premium Recognition: MFA Partner website page logo and link; Tent & table during the event		•			
Painting In The Park Activity Station Sponsor (5-10)			•		
Standard Recognition: MFA Painting in the Park signage with logo		•	•		
Digital Recognition: MFA Painting in the Park social media mentions and website event page logo		•	•	•	
Painting in the Park Volunteer Opportunities		•	•	•	•

Additional exclusive benefits and opportunities are available for sponsorships above \$25,000.

We are so grateful to all our donors, members, and community partners. Their generosity supports exhibitions, education initiatives, and conservation projects and helps **connect our community through the power of art.**

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**MUSEUM
OF FINE ARTS
ST. PETERSBURG**