

**Who Is
ArtFest
Fort Myers?**

**Southwest Florida's
largest weekend event
& premier art festival**

**Always the 1st weekend
in February**

Staff – 3

Intern 1 or 2

Steering Committee – 40

Weekend Volunteers – 300+

Sponsor – 18

Media Partners – 12

Road To Success

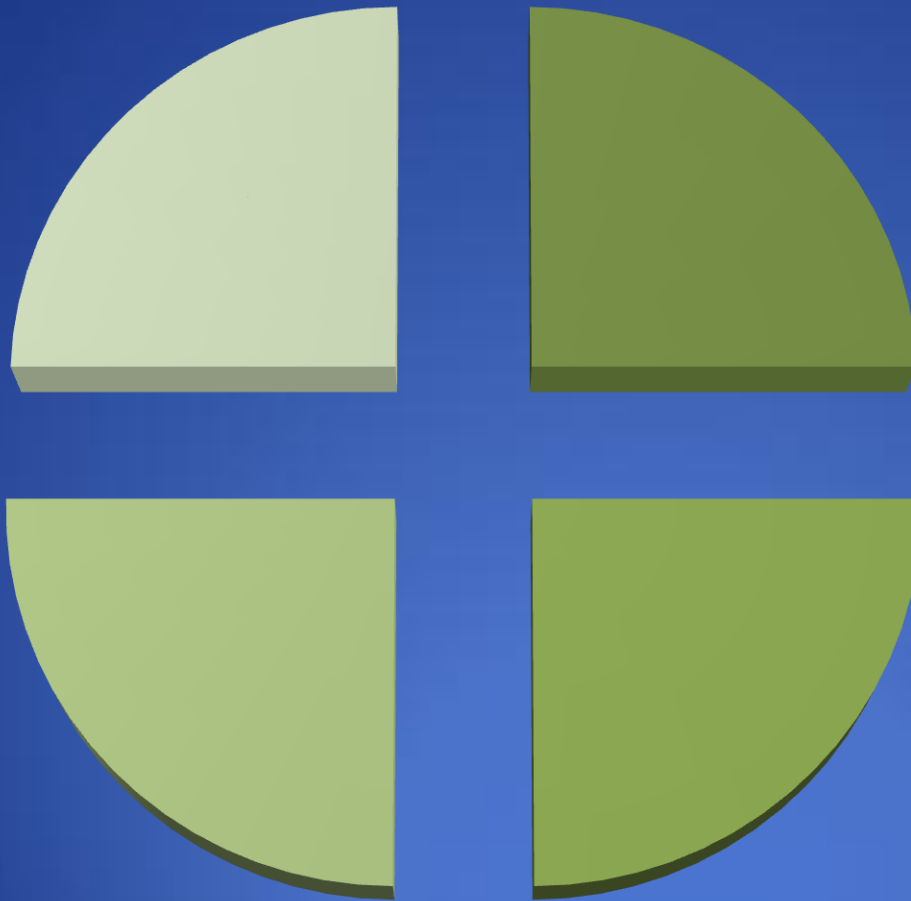
Always

Under

Construction



Festival & Event Pillars



- The Experience
- Pay For It
- Market It
- Build It

Why create the Experience?

What is the Experience?

Who is the Experience for?

How is it going to compete?

Pay For It

Sponsors

Space Fees

Beverage Sales

Merchandise Sales

Admission

Market It

Who is the target attendee?

Where do they find out
about events?

Build It

City Relationship

Lots of Friends

Can You Deliver It?

The devil is in the details!

Road To Success

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Questions for You

What is your time worth?

Are Your Tools Up To Date?

Do You Plan On Small Paper?

Who Do You Play With?

IFEA.com

FFEAA.com

Questions for Us?



We Are Always
Under Construction

