**Purpose**  
To our present and future partners ...  

Snap! Orlando aims to be a flexible and versatile partner to companies and individuals who wish to associate with contemporary art of the highest international level, entrepreneurship, and innovation.

As a sponsor, you will help us further realize our ambition as an outstanding talent scout, discovering the new generation of multidisciplinary artists, while contributing to elevate the cultural vibrancy of the City of Orlando and the Central Florida region.

With our CITY UNSEEN project sponsorship, we are happy to deploy our creativity when formulating a fitting proposal with tailor-made benefits.
Snap! Orlando presents ‘CITY UNSEEN,’ an ongoing public art project with site specific installations across Orlando. The project enhances viewers’ perspectives on art, dimensional reality, and perception, adding another layer of cultural significance to Orlando and Central Florida region. CITY UNSEEN initially takes root in Downtown Orlando with a number of public installations and murals that are enhanced with embedded augmented reality components which can be viewed with the CITY UNSEEN app.
Winner of the DOP Innovation and Technology Golden Brick Award, CITY UNSEEN is a groundbreaking public art project which launches the city into Augmented Reality [AR] public art experiences.

Installations include murals coming to life, a projection mapping finding permanence into the virtual world, and a teleport bringing the viewer into a 360 degree visit of an artist’s studio.

CITY UNSEEN positions Orlando as a pioneer with a new vision for the fusion of art and technology in the 21st century.

View video:
CITY UNSEEN [AR]T PROJECT EXPLAINED
https://tinyurl.com/2b2atth2
Mayor Buddy Dyer, City of Orlando
“The City of Orlando remains committed to supporting fresh and innovative experiences such as Snap! Orlando that recognize and expand the culture of our community.”

Orlando Weekly
“Snap! Orlando’s success and momentum is a hallmark of the new Orlando. An emerging sensibility supports art, and is starting to play in a larger arena, thanks to cultural risk-takers like Kahn.”

Orlando Sentinel
“‘CITY UNSEEN’ is a new [AR]t installation, merging traditional art forms with modern augmented reality technology to create a public, always-accessible installation throughout Orlando.”

NPR
“The idea of using augmented reality has spilled over into the art world, and now Orlando residents can experience it for themselves with a new project called CITY UNSEEN.”
[AR]t - Animated floating ‘Silver Clouds’ with music - Thornton Park

[AR]t - Door portal to 360 degree immersive studio experience - Sam Flax storefront
CITY UNSEEN - [AR]t Installation Partner  |  Ongoing

**benefits**

+ Customized 3D audio-visual [AR]t, and location placement.
+ Opportunity to work with Snap! for customized marketing plan.
+ Invitation to private VIP event (4 guests).
+ 25% off Snap! venue for private cocktail event (up to 50 people)
+ Subscription to Snap! ‘Insider’ email newsletter.

**marketing exposure**

+ Recognition on printed materials.
  *(invitations and press release)*
+ Public recognition at opening and related events.
+ Featured in printed ads.

**online exposure**

+ Website recognition with logo and link on sponsors page.
+ Mention in social pages (with link) with customized exposure.
+ Customized interactive social media campaign.
+ Recognition in direct email marketing and e-newsletters.

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**Request a Quote**

Become a sponsor of the award-winning Augmented Reality Public Art installation for a 12-month term*

*Contact us to learn about shorter terms and pricing options.

Sponsorship packages can be customized to fit your specific need and desired level of participation.

**Social media reach:**

*FB: 19,500 followers*
*IG: 9,600 followers*
[AR]t - 3-D animated mural - *Snap! Space mural revived after destruction.*

[AR]t - 3-D animated mural - *UNITY mural* - Parramore District
Demographics

+ **ART ENTHUSIASTS**: Ages 25-65, well educated, diverse (undergraduate and/or advanced degrees) with an income range of $50,000-$150,000. This demographic likes to support all things independent: film, music, and local businesses. This demographic are a strong presence at our world-class openings and guest artist receptions.

+ **ART & CULTURE CONNOISSEURS**: Ages 35-65, highly educated (undergraduate and/or advanced degrees), with affluent incomes of $90,000-$250,000 and above. This demographic is involved in corporate business and enjoys fine dining, travel, and sophisticated arts and culture events. Their choices are influenced by newspaper articles and high-end travel and lifestyle magazines. This demographic has significant presence at our headlining artist receptions, VIP preview receptions, special events with the artists, and docent tour.

+ **FAMILIES WITH CHILDREN**: Ages 25-50, educated (at least undergraduate degrees) with combined incomes of $60,000-$150,000. These families are fond of frequent outings with an educational or cultural focus [e.g. museums, science centers, community gatherings/festivals]. We engage this demographic via educational guided tours.

+ **STUDENTS & YOUNG ADULTS**: Ages 18-25, educated (at least some college/university with many already working on advanced degrees) with incomes $20,000 or higher for those in the workforce. They gravitate toward careers in the arts, education, history, technology, and entertainment media. They are influenced by blogs and social media. We attract this demographic with our website, and social media campaigns.
[AR]t - Large scale under water stalactites - Dr Phillips Center for the Performing Arts

[AR]t - Pompeii’s lava and ruins, with sound and motion - Orlando Science Center lawn
Media

npr

Yahoo Finance

Interior Design

Orlando Business Journal

WESH 2

Orlando Sentinel

Orlando Weekly

Innovate Orlando

Spectrum News 13
Augmented reality artists add a new layer to your world in Snap's ambitious 'City Unseen' exhibition

Seen and not seen

By Richard Reep
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GALLERY

Snap! Downtown Gallery
420 E Church Street
Orlando, FL 32801
snaporlando.com

[AR]t
3-D animated mural with sound
Discover Orlando, Downtown