



DOWNTOWN ARTS CENTER, TAMPA

SAFE: THE VAULT FOR ART, CALM & RECHARGE *NAMING RIGHTS OPPORTUNITY*

A one-of-a-kind immersive vault space that transforms a former bank vault into a sanctuary for creative restoration.

Through light, sound, and motion, **SAFE** invites downtown residents, workers, and visitors to pause. It is an opportunity to breathe and connect with art in stillness.

SAFE = "Sanctuary for Art, Focus & Equilibrium"

TAMPA Arts
ALLIANCE

WWW.TAMPAARTSALLIANCE.ORG

VISION & CONCEPT

SAFE is a reimagined former bank vault transformed into an immersive sanctuary of calm and creativity. During the workday, SAFE offers 30-minute sessions where employees, residents, and visitors can rest, recharge, or meditate in a sensory art environment.

- **INTERIOR EXPERIENCE:** Gravity-free lounge chairs, private headphone audio experiences (music, guided meditation, ambient sound, or silence), and walls/ceiling used for video or projection installations that shift over time.
- **EXTERIOR / FACADE ACTIVATION:** The outer surfaces of SAFE will host regular public art installations, rotating contemporary artworks that draw visual interest and foot traffic.
- **ACCESS & SCHEDULING:** Initially a walk-in experience but once we start to approach capacity regularly, sessions are bookable online; capacity is limited to ensure quiet and quality.

WHY SPONSOR SAFE?

- **UNIQUE HYBRID ASSET:** SAFE blends wellness, art, immersive technology, and placemaking — this makes it compelling to arts, wellness, tech, and corporate sponsors.
- **HIGH VISIBILITY:** The exterior art walls offer public-facing branding opportunities, and interior moments offer intimate brand impressions.
- **FOOT TRAFFIC & MEDIA APPEAL:** Every 3-6 months, new installations generate fresh media and public interest, boosting sponsor exposure.
- **ANCHOR CREDIBILITY:** Being the founding sponsor of SAFE positions a brand as a pioneer in arts + wellness in downtown Tampa.





SPONSORSHIP NAMING TIERS & BENEFITS

TIER	CONTRIBUTION	DURATION	BENEFITS / RECOGNITION
SAFE Founding Partner	\$150,000	Initial lease term (up to 5 years)	<p>"SAFE by (name)" naming; prominent signage at entry; logo on exterior facade during installations; logo on SAFE webpage and promotional materials; acknowledgement in press and opening ceremonies; one VIP preview + private session event.</p> <p>Community Access Partner: Supports subsidized sessions/community slots; co-branded signage in lobby; "Community Access brought to you by (name)"</p>
Programming Sponsor	\$7,500 / quarter	1 quarter (renewable)	Sponsor one rotating art and/or sound installation; logo included in exhibit signage and signage at entrances; mention in press/social media
Technology / Equipment Sponsor	\$15,000	3 years or replacement cycle	Sponsor headphones, projection equipment; small discrete attribution "Powered by [Sponsor]"; inclusion in tech specs credits - SOLD- FRANK E. DUCKWALL FOUNDATION



FINANCIAL / CONSTRUCTION RATIONAL & VALUATION

- Based on preliminary estimates, SAFE's build-out (vault retrofit, safety upgrades, door repair, electrical, AV infrastructure, climate / HVAC upgrades, furniture, finishes) is projected to cost approximately \$150,000.
- Add-on sponsors (technology, quarterly programming) help fill the remaining value gaps and diversify stakeholder involvement.

RECOGNITION & SPONSOR BENEFITS

- **SIGNAGE:** Interior donor plaque, branded entry signage, exterior façade branding during art installations
- **DIGITAL & PRINT:** Logo included on SAFE microsite, promotional emails, social media, annual reports
- **EVENT ACCESS:** Exclusive preview sessions, sponsor-only events, artist/curator meet & greets
- **CUSTOMIZED OPPORTUNITIES:** Sponsor may propose tie-ins (branded soundscapes, bespoke meditative journeys, digital content) subject to artistic approval

Activation Note: Quarterly programming sponsors must commit in advance (e.g. 3 months prior to installation) to allow for coordination with artists, technical planning, and promotion.

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TIMELINE & IMPLEMENTATION

MILESTONE	DATE
Sponsor commitment secured	Q1 2026
Installation of hardware & interior build	Q2 2026
Design integration & branding concept	Q3 2026
Soft opening / sponsor preview event	Early Fall 2026
Full operational launch	Fall 2026

MORE INFORMATION

Michele Smith, President & CEO, smith@tampaartsalliance.org, 813-401-6534

