

# Old Florida Celebration of the Arts

## Purchase Award Program Information

WHO and WHAT IS A PURCHASE AWARD PATRON? A purchase award patron is anyone who wants to help the festival by committing ahead of time to “go shopping” at the Old Florida Celebration of the Arts in April each year. Patrons can be business owners, individuals or even someone who decides to buy a Purchase Award as a gift for a friend or family member (essentially a “Gift Certificate” to buy art).

WHY DOES IT MAKE OUR FESTIVAL BETTER EACH YEAR? A well funded purchase award program demonstrates community support for the festival. When artists are deciding which festivals to participate in each year they often look at the amount money committed to purchase awards in prior years. A strong Purchase Award Program attracts top artists and creates loyalty in our most popular artists. This in turn improves the quality of art displayed at the festival and consequently strengthens Cedar Key’s reputation as a destination for art enthusiasts, thus bringing visitors and support to our island community throughout the year.

In addition, since 10% of your Purchase Award pledge becomes a tax-deductible contribution to the festival, Purchase Award Patrons help ensure the long term success and survival of the Old Florida Celebration of the Arts. All, while having fun shopping!

HOW DOES IT WORK? Purchase Awards are sold before the festival in denominations of \$250 (each with a buying power of \$225). The week prior to festival, Purchase Award Coupons are distributed and patrons have all weekend to choose a piece of artwork and make their purchases directly from the artist using the coupons. Coupons can be combined with other forms of payment or patrons can receive “change” from the artist. If a patron cannot find anything they like, the festival will refund the coupon price (minus the 10% donation).

OTHER PATRON PERKS: Patrons receive an invitation to the Artists’ Reception and Awards Ceremony at the Cedar Key Arts Center Sculpture Garden Saturday evening, 5:00-6:30 pm and a big ribbon to give to the artist when a purchase is made. Artists are proud to display these ribbons in their tents.

In addition, Patrons are recognized in festival week publications.

For additional information

Call 352-543-5400 or contact us at [cedarkeyartsfestival@gmail.com](mailto:cedarkeyartsfestival@gmail.com)