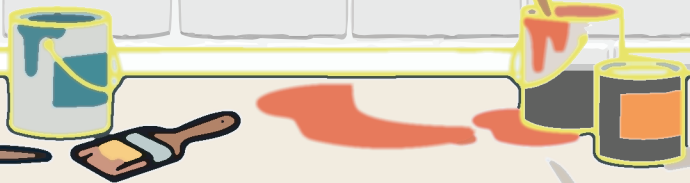


MOB TOWN 2 MURAL FEST 0

SEPTEMBER 12-13
MOBILE, AL 26



MOBTOWN MURAL FEST

The Mobtown Mural Festival is a bold, community-driven public art initiative designed to transform Mobile into a living gallery while strengthening its cultural identity and tourism appeal. Over two days, local and regional muralists will create either permanent or mobile public artworks across key locations, turning everyday spaces into vibrant destinations and lasting landmarks.

WHY IT MATTERS

Mobile has a rich creative community and a growing tourism economy, but lacks a signature visual arts event that leaves a permanent mark. This festival bridges that gap by combining public art, local business engagement, and community participation.

THE RESULT A city that not only hosts events, but visibly evolves because of them.

WHAT IT LOOKS LIKE

- A curated, juried selection of muralists (including both established and emerging artists)
- Murals created live across downtown and key corridors
- Community engagement opportunities, including public participation walls
- Strategic alignment with the grand opening of the Jimmy Buffett exhibit to maximize attendance and visibility

COMMUNITY IMPACT

- Drives foot traffic to local businesses and activates underutilized spaces
- Enhances Mobile's visual identity and long-term tourism appeal
- Creates shareable, social media-driven moments that amplify the city's brand
- Fosters collaboration between artists, businesses, and civic leaders

PARTNERSHIP OPPORTUNITIES

We are seeking support from local businesses, tourism leaders, and civic partners to bring this vision to life. Sponsors and partners will benefit from:

- Brand visibility tied to permanent public artworks
- Inclusion in a high-profile cultural event
- Direct engagement with both residents and visitors

MAKING IT HAPPEN

The festival will be guided by a committee of artists, business owners, and community stakeholders, with a structured rollout that includes:

- Open call and artist selection
- Sponsorship development for individual muralists
- Strategic marketing campaign and social media rollout
- On-site coordination and festival programming

THE IDEA

MOBTOWN MURAL FEST

Portable Mural Canvas Concept



Movable wooden mural canvases will be strategically placed at Cooper Riverside Park, the Maritime Museum of the Gulf, and throughout downtown. The idea is to bridge activities from the opening of the Jimmy Buffett Exhibition and Son of a Sailor Fest by inviting the public to experience live painting of both movable murals and permanent wall murals.

SPONSORSHIP OPPORTUNITIES

BRICK AND MORTAR.....\$5,000

Title sponsor benefits include:

- MobTown Mural Fest presented by _____
- Logo on all marketing, murals map, website, press releases, merch, and signage
- Recognition as the sponsor helping transform Mobile through public art

ADOPT A WALL.....\$2,500

Show your support by sponsoring a mural on your own wall! Perfect for business owners or those wanting to support an already sponsored wall. Benefits include:

- Recognition and logo on signage at the site of the mural
- Recognition across all printed and digital materials
- Logo placement on mural map
- Social media spotlight

ADOPT AN ARTIST.....\$1,500

Show your support by sponsoring an artist!

- Recognition and logo on signage at the site of the mural
- Recognition across all printed and digital materials

PAINTER'S BOX.....\$500

Perfect for those businesses and individuals who want help provide materials for the day!

- Recognition and logo on signage at the site of the mural
- Recognition and/or logo on website

BLANK CANVAS.....\$250

Perfect for those businesses and individuals who simply want to support!

- Recognition and/or logo on website