

Wall + A

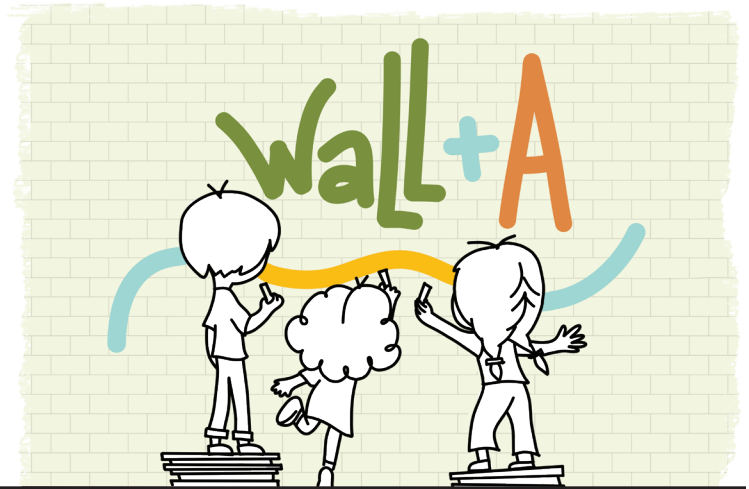
WALLS FOR ART, LEARNING & LOCAL ACTIVATION

Walls for Art is KCCI's 2026 placemaking initiative focused on learning and local activation, celebrating Tallahassee's future — our students — through creative projects across eight school campuses: DeSoto Trail Elementary, Hartsfield Elementary, Kate Sullivan Elementary, Sabal Palm Elementary, W.T. Moore Elementary, Cobb Middle, Florida Agricultural and Mechanical University Developmental Research School (FAMU DRS), and Florida State University (FSU).

These locations build on relationships formed through KCCI's 2023 Crosswalks to Classrooms initiative, which used public art to promote school pride, strengthen neighborhood identity, and improve pedestrian safety. While the original crosswalk artwork is no longer in place, Walls for Art brings meaningful, lasting art directly into school spaces — activating campus walls as tools for learning, creativity, and community connection.



Through collaboration with school leaders, parent-teacher organizations, students, and community members, each campus will feature vibrant place-making elements that inspire pride, strengthen neighborhoods, and create welcoming environments across Tallahassee. By sponsoring Walls for Art, you are investing directly in our students, our schools, and the future of our city – activating local spaces where creativity grows and learning comes to life.



SPONSORSHIP Levels

	LEGACY SPONSOR \$10,000	LEADER SPONSOR \$5,000	SCHOLAR SPONSOR \$2,500	SPROUT SPONSOR \$1,000	SEED SPONSOR \$500
Sponsorship recognition on KCCI social media posts.	10 icons	5 icons	2 icons	1 icon	0 icons
Recognition as a sponsor on KCCI's Public Art Initiative virtual donor wall at KCCITallahassee.com.	10 icons	5 icons	2 icons	1 icon	0 icons
Logo or name (depending level) promoted in KCCI's e-newsletter showing involvement with project, which goes to 1,800+ key leaders.	10 icons	5 icons	2 icons	1 icon	0 icons
Presented as sponsor with logo at all KCCI events and presentations.	10 icons	5 icons	2 icons	1 icon	0 icons
Sponsor name included in all KCCI press releases.	10 icons	5 icons	2 icons	1 icon	0 icons
Sponsor recognition by art installation at one school.	10 icons	5 icons	2 icons	1 icon	0 icons
Ability to create t-shirt to distribute at unveiling event.	10 icons	5 icons	2 icons	1 icon	0 icons
Ability to distribute branded promotional items/goodie bags at unveiling event.	10 icons	5 icons	2 icons	1 icon	0 icons
Sponsor name and logo included in all printed materials.	10 icons	5 icons	2 icons	1 icon	0 icons
Ability to have a booth at unveiling event for the giant mural series at SOMO walls even if sponsorship dollars are going toward a Leon County School project	10 icons	5 icons	2 icons	1 icon	0 icons
Logo on physical handouts provided to guests at community events and community unveiling events at schools.	10 icons	5 icons	2 icons	1 icon	0 icons
Business Spotlight feature in KCCI's e-newsletter. Business must provide copy and picture and desired month of timing.	10 icons	5 icons	2 icons	1 icon	0 icons
Multiple promotions on KCCI's social media. Ability to design own story and post if desired for KCCI to post.	10 icons	5 icons	2 icons	1 icon	0 icons
Opportunity to speak at unveiling event.	10 icons	5 icons	2 icons	1 icon	0 icons
KCCI will do their best to set up media interviews for you to be positioned as thought leader.	10 icons	5 icons	2 icons	1 icon	0 icons
Opportunity to set up table at unveiling event.	10 icons	5 icons	2 icons	1 icon	0 icons
Sponsor will be able to hang a business banner (provided by Sponsor) at community unveiling event.	10 icons	5 icons	2 icons	1 icon	0 icons

INVEST IN STUDENTS.

INSPIRE COMMUNITY.

SHAPE Tallahassee's FUTURE.

For more information, contact Betsy Couch at betsy.couch@kccitallahassee.com.