



Giralda Sky Series 2026 Sponsorship Deck

May-October 2026

Project Executive Summary

- Two-phase overhead art installation featuring *Cielo Tejido | A Woven Sky* (May-July) and *Giralda in Bloom | A Floral Canopy* (August-October)
- Designed to enhance foot traffic, increase community engagement, and highlight public art on Giralda Plaza.



Example of Cielo Tejido Installation



Example of Giralda in Bloom Installation

2026 Overhead Design Styles

May 2026 – October 2026

- **Cielo Tejido | A Woven Sky:**
Handmade artisan installation in partnership with the Consulate of Mexico and the women artist who bring the design to life.



Cielo Tejido + Trees



Flower Umbrellas
(Translucent or Opaque)

- **Giralda in Bloom | A Floral Canopy:**
A floral explosion of colors floating above the plaza bringing a new fun twist to the classic Umbrella Sky.

Umbrella Sky in Giralda 2018

Data from July 13, 2018-September 17, 2018



Media Reach: 297,773,422



Social Media Engagement: +2,000 followers on Instagram, +300 followers on Facebook



Usage of #UmbrellaSkyProjectCoralGables: 800+ posts



Pedestrian Count: 1,351,458 people

Pedestrian Daily Average: 214% increase



Umbrella Sky Installation in Giralda Plaza (2018)

Premier Sponsor - \$20,000

- Largest logo placement on multiple truss sleeves
- Logo on program signage (i.e. Ike Kiosk Ad)
- Logo on shared digital sponsor signage
- Verbal acknowledgement during two launch events
- Optional community activation
- Included in recap report
- Mention in program Press Release
- Logo inclusion on event webpage



Example of Flower Umbrella Installation

Major Sponsor - \$10,000

- Medium logo on designated sleeves
- Logo on shared digital sponsor signage
- Acknowledgement during two launch events
- Included in recap report
- Mention in program Press Release
- Logo inclusion on event webpage



Example of Flower Umbrella Installation

Supporting Sponsor - \$5,000

- Small logo on select sleeves or shared band
- Name listed on shared digital sponsor signage
- Included in recap report
- Name mention on event webpage



Example of Cielo Tejido Installation

Community Partner - \$1,500

- Name listed on shared digital sponsor signage
- Included in recap report
- Name mention on event webpage



Example of Cielo Tejido Installation

In-Kind Sponsor (Value-Based)

- Recognition based on contribution value
- Placement equivalent to tier level
- Included in recap report
- Name mention on event webpage



Example of Floral Umbrella Sky Installation

Sponsor Benefits Overview

- On-site visibility via truss sleeves
- Sponsor signage
- Event webpage listing for all tiers
- Optional activation opportunities
- Inclusion in recap reporting



Thank you!

Please reach out with any questions:

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