



Florida Mer Con is a 3-day Mermaid Industry Convention held May 31st - June 2nd in the Weeki Wachee, FL area with an industry professional convention on May 31st and a 2-day public festival dedicated to all things mermaid at beautiful Linda Pedersen Park on Shoal Line Blvd Hernando County Florida on Saturday and Sunday, June 1-2, 2024.

Florida Mer Con allows us to donate to many organizations including; Friends of Weeki Wachee along with many local community organizations.

The Florida Mer Con is focusing on marketing, sponsorships, and increased interaction for sponsors at the festival. Currently, we are seeking your help in order to attain the goals of the festival through monetary and/or in-kind donations in exchange for a sponsor package. There are **VENDOR** and **ADVERTISING** opportunities for sponsors.

It is our belief that your partnership will be a positive and rewarding experience for your business, the local community and Florida Mer Con. Together we can promote this unique community festival. We greatly appreciate your support and would like to take the opportunity to thank you in advance for taking your time to consider participating in the Florida Mer Con.

Sincerely,

Amy Harper
Managing Director
Amy@FloridaMercon.com
www.FloridaMercon.com

5033 Spring Hill Dr. Suite H, Spring Hill, FL 34606



SPONSOR/DONOR GUIDELINES

All contributing sponsors will be announced throughout the event from the entertainment stage

King Triton SPONSOR: \$5,000 or more

- Exclusivity in primary sponsor category and first right of refusal
- Name and/or logo in newspaper print media
- Opportunity to display banner up to 4'x10' or sign at event
- Name and logo included in event flier, website and special recognition displays
- Opportunity to display company promotional materials at your free booth
- 4 T-Shirts size small-2XL
- Exclusive invite to celebration meal

MERMAID SPONSOR: \$1,500 - \$4,999

- Special recognition sponsor with rights to following year
- Name and/or logo in newspaper print media
- Opportunity to display banner up to 4'x8' or sign at event
- Name and/or logo included in event flier, website and special recognition displays if space permits
- Opportunity to display company promotional materials at your free booth
- 2 T-Shirts size small-2XL

Dolphin SPONSOR: \$1,000 - \$1,499

- Name and/or logo in newspaper print media
- Opportunity to display banner up to 3'x6' or sign at event
- Name and/or logo included in event flier, website and special recognition displays if space permits
- Opportunity to display company promotional materials at your free booth
- 1 T-Shirts size small-2XL

MANTEE SPONSOR: \$600 - \$999

- Name and/or logo in newspaper print media
- Opportunity to display banner up to 2'x4' or sign at event
- Name and/or logo included in event flier, website and special recognition displays if space permits
- Opportunity to display company promotional materials at your free booth

TURTLE SPONSOR: \$300 - \$599

- Opportunity to display sign up to 18"x24" at event
- Name and/or logo included in event flier, website and special recognition displays if space permits
- Opportunity to display company promotional materials

PELICAN PRIZE DONOR:

Donation of one or more merchandise gifts, gift certificates or other items to be given away in hourly drawings during the three-day event. Minimum \$10 value with no maximum and should not require any additional purchase to claim. Prizes will be a reflection of your business and each one is an opportunity to promote it.

- Recognition at the event at the time prize is awarded. Business names will be announced from the stage so the audience, as well as the winner, will hear about your business, which will be a way to introduce potential new customers to your service.

Please Note:

- Prize donations do not count toward sponsorship
- All displays, signs, banners, related materials and equipment must be supplied by sponsors and approved by the Florida Mer Con COMMITTEE



at Linda Pedersen Park 2024 General Facts Sheet

SUMMARY:

Good, old-fashioned family fun, Mermaid themed festival. Enjoy the relaxed, casual atmosphere in beautiful Linda Pedersen Park

LOCATION:

Linda Pedersen Park
6400 Shoal Line Boulevard, Weeki Wachee,
FL 34607

DATE & TIME:

Saturday, June 1, 2024 10:00 AM – 4:00 PM
Sunday, June 2, 2024 10:00 AM – 4:00 PM

SET-UP: ATTENDANCE:

Friday, May 31, 2024 5:30 PM- 7PM

3,000 to 5,000 projected

COST:

EVENT IS FREE TO ATTENDEES

FEATURES:

Arts & Crafts, Non-stop Entertainment, Mermaid Food, , Hourly Prize Drawings, Public Service Exhibits, Variety of live music throughout the festival A variety of Mermaid Themed Food
Florida Mer Con

ENTERTAINMENT: FOOD: ORGANIZERS:

*****NO PETS/ANIMALS permitted per Hernando County park regulations*****

For more information or contact information please visit our website
www.Floridamercon.com

Mer Con Festival Rules at Linda Pedersen Park

- Florida Mer Con is not responsible and/or accountable for any sales or lack thereof between vendor and festival patrons during this event. We only provide the space for your merchandise to be sold. The rental of a booth space(s) is at your own risk. We are not responsible for any loss you may incur. It is the sole discretion of the vendor committee to approve or deny applications.
- Upon arrival, participants must check in to receive their booth assignments. Spaces are preassigned and ARE FINAL. All booths must be set up by 8 AM Saturday. Someone from the prize booth will stop by your booth to pick up the donated item.
- Free coffee will be available at in the Sweets Booth in the Food Court all weekend starting at 8:30 AM daily
- Participants must **prominently display the ID card** showing name and space number **on your tent** and the **parking pass must be prominently displayed in your vehicle** (provided in Sponsor Packet to be picked up at Vendor check-in). **Wristbands are required for all persons entering the park** and must be worn all weekend.
- Participants must be present during the entire festival. (No one is permitted to break down their booth before 4 PM on Sunday unless prior arrangements are made). **Failure to follow this rule will result in ineligibility for future Florida Mer Con Fest events.**
- Participants are required to provide their own tents, tie down weights, tables, chairs, etc. and have complete responsibility for their own exhibits. Please keep all areas clean and dispose of trash in designated places.
- Generators allowed with noise level not exceeding 70 decibels.
- Electricity is available for an added fee. See registration form for more details. **Space is limited.**
- Set up between the paint marks at your designated booth space.
- If you need additional supplies brought to your location during the event please contact the Florida Mer Con Fest Info Booth to assist you in making arrangements. You are not allowed to bring vehicles into the event during event hours.
- Vehicles must be parked in APPROVED parking spaces or they will be towed at the owner's expense. See a parking volunteer if you have any questions. Please respect designated handicap spaces and park beyond them.
- Vehicles will be permitted in the park prior to festival start time for unloading and restocking. **All vehicles must be removed by 8AM on Sat. and Sun.** and may not reenter the park until 4:45 PM Sat. or 4:45 PM Sun. For safety reasons there is **NO vehicle movement** of any kind permitted within the park between 8AM and 4:45 PM Sat or 8 AM and 4:45 PM Sun.
- **Animals/Pets are NOT permitted** in Linda Pedersen Park per Hernando County park regulations. Please make other arrangements.
- Vendors are **NOT** permitted to offer items that launch projectiles (toy guns, bow & arrow, slingshot, etc), **raffle tickets, baked goods** or anything deemed exclusive to Florida Mer Con.
- **All vendors are restricted to distributing information/products at their booths** so as not to impede the flow of traffic.
- All political candidates must work out their party affiliated booth, individual booths are not permitted.
- No helium balloons are to be given for advertisement due to environmental concerns.
- No unauthorized photography/videography of festival participants without written approval by Florida Mer Con and signed consent by individuals being photographed/videoed.
- Any group or individual found to be in violation of these rules will be put on notice. Failure to comply with any request by Festival personnel will result in eviction from the park and ineligibility to attend the Festival in the future. Festival personnel reserve the right to refuse entrance or effect anyone deemed disruptive.

Florida Mer Con Festival Release:

All applicants agree for themselves and all affiliated persons to comply with event rules and regulations and to forever discharge Florida Merfolk, LLC a/k/a "Florida Mer Con", its officers, volunteers, sponsoring organizations, Linda Pedersen Park and other participants from all matters of actions, suits, damages, claims and demands whatsoever in law or equity, from any loss of damage to the undersigned property while in possession, supervision or auspices of the Florida Mer Con, Linda Pedersen Park, its agents, representatives or volunteers/employees.

I declare that all of the statements in the application are truthful and correct statements and representative of my art/craft/food and the art/craft/food I will bring to the festival. I understand that if in the sole opinion of the festival committee, my application or art/craft/food contains fraudulent or incorrect statements I may be ruled ineligible for the festival or removed from it at any time. Penalties after the determination of ineligibility or removal will include forfeiture of participation in future Florida Mer Con events. I agree to abide by the Festival Rules and understand the Florida Mer Con Board of Directors reserves the right to make the final interpretation of all rules.

I understand that uncivil behavior or breach of professional decorum will be cause for immediate expulsion from Festival grounds.

Please check box on application page that you have read and understand these rules

www.floridamercon.com



Date: _____

Booth #: _____

at Linda Pedersen Park

Please take a moment to familiarize yourself with this important information **Parking and Set-up**

- Park in an area designated for vendors only or risk being towed. See parking volunteers with questions.
- Set up only between the paint marks at your designated booth space.
- Set up must be completed and vehicles out of the gates by 8:00 a.m. Saturday morning.
- Advertising and sales of your products or services must be done only from your designated space.
- Complete the contact and emergency contact information requested on the back of your booth tag.
- Booth tags **MUST BE** displayed on the front of your booth at all times for emergency purposes. Use a provided clip to secure it and a ziplock bag to protect it in case of rain.
- Breaking down tents is not permitted during festival hours and must be completed after 4:45 p.m. Saturday and after 4:45 p.m. Sunday. This will be enforced and early breakdown will result in denied access to future events.

Housekeeping and Security

- Do not leave food in your tent overnight. It's like an invitation to the swamp critters!
- Night security will be provided but please secure your area before leaving each day.
- Please leave your area as you found it. This is home for many swamp critters!!
- Under NO circumstances are animals allowed within the park per Hernando County regulations.
- NO photography/videography without prior written approval by Florida Mer Con officials and consent of the individuals to be photographed or videoed.

We hope you find everything satisfactory.

If you have any issues, please see a festival volunteer located at the information booth near the stage.



2024 Sponsor Application June 1-2, 2024

at Linda Pedersen Park

Please print:

Company/Party Name: _____

Contact Name: _____ Address: _____

City: _____ State: _____ Zip Code _____ Cell Phone: _____

Email: _____ Emergency Contact: _____ Contact Phone: _____

FIRST TIME ART/ CRAFT VENDORS SEND PHOTOS OF PRODUCT AND BOOTH SET-UP TO amy@floridamercon.com

Returning Vendor previous booth number _____. Same Booth? Yes No • If No Preferred Booth number _____

Trailer? Yes No • If Yes, will it be parked behind your space? Yes No

Would you like to donate a gift from your booth? Yes No (If yes please have it ready for Saturday AM pick-up)

Donation _____

Confirmation via Email or Mail (If mail, please enclose a Self-Addressed Stamped Envelope)

Please indicate setup date:

Fri. May 31, 2024, 5:30pm to 8pm Sat June 1, 2024, 6:15am to 8:00 am (No vehicle movement after 8am)

Category of Exhibit

- _____ Arts & Crafts \$ 140.00
- _____ Commercial \$ 180.00
- _____ Electric \$ 35.00 (Limited availability email before sending payment)
- _____ Late Fee \$ 30.00 (after Jan. 25, 2024 per space)
- _____ Wrist Bands \$ 3.00 (each - beyond the 2 supplied ****required for park entry****)

_____ **Total**

Category of Art/Craft

- Wood Art Metal Textile Glass Floral Clothing/Pet Clothing
- Leather Jewelry Pottery Photography Sculpture Other

Description of Exhibit:

(Please describe what the passer-by will see on display - Art/Craft vendors must specifically state art medium and full detailed description of all products you will be selling.)

Make checks payable to: Florida Merfolk, LLC

*******APPLICATION DEADLINE FRIDAY, FEBRUARY 16, 2024*******

Email application with attachments to: amy@floridamercon.com or mail application with attachments to: Vendors-Florida Merfolk, LLC • 5330 Spring Hill Dr. Suite H • Spring Hill, FL 34606 For questions call Amy @ 352-263-6038 or email Amy@floridamercon.com

Florida Mer Con Festival Release:

All registrants agree for themselves and all affiliated persons to comply with event rules and regulations and to forever discharge the Florida Merfolk, LLC "Florida Mer Con", its officers, volunteers, sponsoring organizations, Linda Pedersen Park, Hernando County Departments and other participants from all matters of actions, suits, damages, claims and demands whatsoever in law or equity, from any loss of damage to the undersigned property while in possession, supervision or auspices of the Florida Mer Con, Linda Pedersen Park, its agents, representatives or volunteers/employees.

I declare that all of the statements in the application are truthful and correct statements and representative of my art/craft and/or food. I will bring it to the festival. I understand that if in the sole opinion of the festival committee, my application or art/craft or food contains fraudulent or incorrect statements I

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I have read and understand the Florida Mer Con Festival Rules

Applicants Signature: _____ Date: _____

