



A close-up photograph of a blueberry bush with vibrant green leaves and clusters of ripe, dark blue berries. The berries are in various stages of ripeness, with some showing a white bloom. The background is softly blurred, emphasizing the texture and color of the fruit and foliage.

# ABOUT THE EVENT

The Hernando Blueberry Festival is a nostalgic celebration of local agriculture, community pride, and small-town tradition. This three-day event features blueberry-themed food competitions, live music, livestock showcases, and family fun—all without carnival rides, creating a more grounded, community-first experience.

# ANTICIPATED ATTENDANCE: A HIGH-ENERGY, MULTI-DAY CROWD

We're anticipating a **strong and steady stream of attendees** across the full event weekend. With a diverse mix of families, food lovers, shoppers, and supporters of small business, the event promises to be **lively, engaging, and well-attended.**

Visitors can expect:

- A festive atmosphere welcoming all ages
- A mix of local residents and regional guests
- Vibrant vendor areas, food courts, and entertainment zones
- Reasons to return each day, with fresh experiences and programming

This event is designed to create **lasting community connections** and memorable moments.



# MARKETING REACH: BROAD & MULTI-PLATFORM

Our marketing campaign spans **digital, print, and grassroots channels** to create widespread awareness and excitement. With a well-rounded promotional strategy, we're ensuring the message reaches **a broad and enthusiastic audience.**

Promotional efforts include:

- ❑ Paid social media ads and boosted posts
- ❑ Email newsletters to engaged community lists
- ❑ Flyers and posters in key neighborhood hubs
- ❑ Event listings on high-traffic websites
- ❑ Shared promotions via vendors, influencers, and partners
- ❑ Every touchpoint is crafted to spark interest, encourage RSVPs, and drive foot traffic.



# **MEDIA EXPOSURE: STRONG LOCAL SUPPORT & COVERAGE**



We're backed by a robust lineup of **media and community partners** helping amplify the event's visibility. From broadcast to print to social media, the event is being seen, heard, and talked about across the region.



Our media presence includes:



**TV** features on local morning and lifestyle shows



**Radio** mentions, promotions, and on-air giveaways



**Newspaper** ads and editorial coverage in community outlets



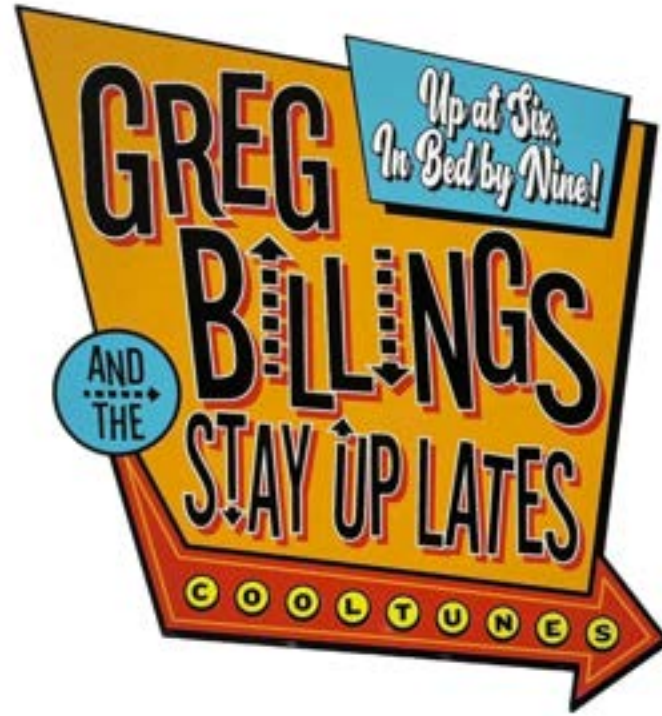
**Social Media** momentum with reels, stories, and countdowns



**Chamber of Commerce channels** amplifying reach through member communications



This integrated media approach ensures **buzz before, during, and after** the event.



## LOCAL AND NATIONAL RECORDING ARTISTS

We're proud to announce that the 2026 Hernando County Blueberry Festival will feature an exciting **lineup of local recording artists** representing the heart and soul of Florida's music scene. These talented performers will take the stage throughout the weekend, offering a variety of genres including country, bluegrass, folk, and classic rock. Their presence adds a vibrant layer of entertainment and community pride, offering an incredible branding opportunity for sponsors seeking to connect with engaged, music-loving audiences.

# PRESENTING SPONSORS - \$10,000

Hernando County Blueberry Festival **presented by [Your Company]**”

Logo on all promotional materials (banners, posters, flyers, website, social media)

Stage banner and introduction before each main performance

Full-page ad in festival program

Premium 10x20 booth space in high-traffic area

Opportunity to speak on stage each day

10 VIP Passes + reserved seating at entertainment area

Mention in all press releases, interviews, and media engagements

Rights to use festival branding in your promotional materials

# BLUE RIBBON SPONSOR

## \$5,000

Logo placement on stage banner and website

½-page ad in the festival program

10x10 premium vendor booth

Recognition during live announcements

6 VIP Passes

Social media spotlight feature (1 dedicated post + shared stories)



# COMPETITION SPONSOR

## \$2,500



Logo/signage at contest location

Naming rights to one of the main contests (e.g., “[Your Brand] Pie-Eating Contest”)

1/4-page ad in the program

10x10 booth space

4 VIP Passes

Recognition on social media and event website

**STAGE SPONSOR**  
**\$2,000**

Banner on main entertainment stage

Logo featured in event schedule and music lineup promotions

Recognition during stage announcements

10x10 booth space near entertainment area

Website and program listing

2 VIP Passes





# LIVESTOCK ARENA SPONSOR

## \$1,500

Logo on arena signage and ribbons

Recognition during livestock shows

10x10 vendor booth

Name included in program and website

2 VIP Passes



# COMMUNITY PARTNER

## \$500

Business name listed on website and select signage

10x10 vendor booth

Name included in printed material

2 VIP Passes



# CUSTOM SPONSORSHIPS

WE ARE HAPPY TO  
CREATE **CUSTOM**  
**PACKAGES** TO SUIT  
YOUR BUSINESS GOALS!

**Beer/Wine  
Garden**

**Kids' Zone  
Sponsor**

**Blueberry  
Marketplace  
Sponsor**

**Volunteer T-  
Shirt Sponsor**

**Petting Zoo or  
Ag-Demo  
Sponsor**

# Contact

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