



# Welcome

## Dear Friend of the Earth,

With Spring just around the corner, the City of Casselberry and Casselberry's Friends of the Park will be hosting the **16th** annual **"Earth Fest"**, Seminole County's largest Earth Day event!! The celebration will be held on **Saturday April 26h, 2025** from **10 AM till 3 PM**, at **Lake Concord Park** behind Casselberry City Hall. Our goal is to provide a positive venue and unique opportunity for participants to learn about their environment, while sponsors, vendors and artisan's showcase their Earth-friendly products and services.

The day is composed of various activities. Some of the events taking place that day include: Arbor Day Free Tree Giveaway, children's activities and workshops, educational workshops on tree planting, & lakeshore management... butterfly releases, recycled art exhibits, artisan exhibits. **Earth Fest '25** is a **FREE** community sponsored event and made possible by the financial contributions from environmentally friendly businesses like yours.

We invite you to be a part of this special countywide event. Enclosed is a sponsorship package for you to consider. If your business promotes environmentally friendly products or services, or care about the environment, this is a great opportunity to market your business to the Central Florida community. The deadline for the form is **April 23th, 2024**. You can select a sponsorship level that provides the kind of recognition you seek for your company's environmental commitment.

We are very proud of the strong commitment our city and its volunteers have played in the success of this event last year and together we doubled our participation and attendance year after year to over 3,000 visitors and 100 vendors. We look forward to hearing from you and your organization and welcome your suggestions in participation during the planning process. This year we pledge to continue to grow its positive success for 2023, and thank you in advance for your consideration to be a part of the Earth Fest Team!

The Hosts, "Casselberry's Friends of the Park" is a 501 (C)3 Not for Profit organization which emphasizes community outreach projects which help clean, improve our neighborhoods and environments and maintain healthy living. The organization is composed solely of volunteers with community outreach and education as its core values.

Sincerely,  
**Anthony Aramendia– Event Chair**  
E-Mail: [CasselberryParks@Gmail.com](mailto:CasselberryParks@Gmail.com)  
Phone: 407-695-6069  
Facebook: [/SeminoleEarthFest](https://www.facebook.com/SeminoleEarthFest)



## Earth Fest '25–Lake Concord Park– Casselberry



# Commitment Form

Saturday April 26th, 2025

## 1) Contact Information

Name of Business: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Phone:: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website if applicable: \_\_\_\_\_

## 2) Select Sponsorship Level

\_\_\_ Universal Sponsor: \$1,000

\_\_\_ Global Contributor: \$500

\_\_\_ **Vendor for Profit: \$50 (Most Common)-Please include copy of business tax receipt/license**

\_\_\_ Vendor Non Profit: \$25 (Please include current non-profit tax exempt number)

\_\_\_ **Casselberry Chamber of Commerce Member \$25**

\_\_\_ Political Candidate/Organizations: \$150

\_\_\_ Food Vendor: E-mail Us ( LHoppes@Casselberry.Org )

\_\_\_ Artists: E-mail Us

\_\_\_ Government Entities: Free

Event runs from **10AM to 3PM**

Do you require electricity to your booth? \_\_\_\_\_

Do you have any special needs to your exhibit? \_\_\_\_\_

If so, please list: \_\_\_\_\_



## 3) Mail This Application Form No Later than April 23th, 2024

Make checks payable to: "Friends of the Park Memo Line: **C/O EARTH FEST**

**\*Casselberry Friends of the Park Inc. is a 501(C)(3) Non for Profit, donations are tax exempt.**

**Mail to: Friends of the Park—Post Office Box 180307 Casselberry 32718-0307**

**Or pay online via our website: [www.CasselberryFOP.com](http://www.CasselberryFOP.com)**

The Earth Fest committee reserves the right to reject or conditionally accept applications. The event will take place rain or shine, no refunds will be given. Your welcome packet will be mailed to you as soon as we received your commitment form and check. Reserve early for limited space. We cannot guarantee industry exclusivity, you might encounter others of similar trade/company/cause.

For any questions or further information, please call: 407-695-6069



## Sponsorship

As an Earth conscious business, we invite you to participate in Casselberry's **"Earth Fest 2025"** on **Saturday April 26th, 2025**. Participation and sponsorship in this event will provide you the opportunity to reach out to thousands of residents of the region to market your "green friendly" products, or services that your organization or business provides in various formats.

Your sponsorship dollars will help support the following initiatives:

- ◆ Provide **Free** admission for everyone to enjoy
- ◆ Market and promote in various media outlets targeting tens of thousands members of the regional community
- ◆ Showcase event in the award-winning and Earth friendly, Lake Concord Park in Casselberry
- ◆ Provide Education Fun Zone for kids
- ◆ Feature live entertainment at the lakeshore amphitheater
- ◆ Host **Free** seminar/workshops on Florida landscaping
- ◆

Communication campaign tools to market the concert includes Casselberry's newsletter distributed via direct mail to over 16,000 residents monthly, publications such as Orlando Weekly and , Regional Lifestyle Magazines, City of Casselberry official website, monthly E-newsletter, media partners, press releases, flyers, postcards & media alerts , "Friends of the Park" web and Facebook page, and other effective communication methods.

All sponsors and vendors will be allocated a 10x10 ft. exhibit space.

### Media Sponsorship (In-Kind Trade):

- Media sponsor will be allowed to bring in sponsors to this event, provided they do not conflict with any of the City's sponsors. Media sponsor will be responsible for providing their with tent, table, chairs, and linen.
- Booth space located at event for display, sampling and/or sales.
- Public address announcements and giveaways at event.
- Media logo included in any pre/post press material corresponding to the event, including press releases, media alerts, program, and flyers. Inclusion in all other appropriate mediums as procured.
- Industry exclusivity.
- Media banners placed at choice locations for optimum exposure at event. Banners supplied by sponsor. Must be pre-approved by City of Casselberry representative.
- Media name mentioned as sponsor in email blast.
- Media logo with event information in the Casselberry Recreation Program.
- Public recognition of sponsorship at event.
- List company logo on website slide presentations.



# Sponsorship

## **Universal Sponsor \$1,000:**

- (2) Booth spaces located at event for display, sampling and/or sales.
- Company will have the opportunity to display a company banner at the event. Banners supplied by sponsor. Must be pre-approved by City of Casselberry representative.
- Company logo included in any pre/post press material corresponding to the event, including press releases, media alerts, program and flyers. Inclusion in all other appropriate mediums as procured.
- Company name mentioned as sponsor in email blast.
- Company logo with event information in the Casselberry Recreation Program.
- Public recognition of sponsorship at event.
- Post event slide presentation on website.

## **Global Contributor \$500:**

- Company will have the opportunity to display one banner at event. Banners supplied by sponsor. Must be pre-approved by City of Casselberry representative.
- Company logo on event program and promotional flyers.
- (1) Booth space location at event for display, sampling and/or sales.
- Public recognition of sponsorship at event.

## **Vendor \$50 for Profit/ \$25 Non for Profit:**

- (1) Booth space location at event for display, sampling and/or sales in the main field.
- Be included in the vendor locator map.
- **Most common level.**

## **Casselberry Chamber Member: \$25**

- (1) Booth space location at event for display, sampling and/or sales in the main field.
- Be included in the vendor locator map.

## **Political Candidate/Organizations \$150**

- (1) Booth space location at event for display, sampling and/or sales in the main field.
- Be included in the vendor locator map.

## **Food Vendors: Call/Email LHoppes@Casselberry.Org**

- (1) Booth space location at event for display, sampling and/or sales.
- Be included in the vendor locator map.

## **Artisans: Call**

- (1) Booth space location at event for display, sampling and/or sales.
- Be included in the vendor locator map.

## **Government/Charities Entities:**

- (1) Booth space location at event for display, sampling and/or sales.
- Be included in the vendor locator map.