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 **14th** annual ***"Earth Fest"*** , Seminole County's largest Earth Day event!! The celebration will be held on ***April 30th, 2022*** 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. As in years past, the event will also include an Arbor Day Free Tree Giveaway in conjunction with our educational programming. ***Earth Fest 2022*** 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 27th, 2022**. 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 2022, and thank you in advance for your consideration to be a part of the Earth Fest Team!

The Hosts, "Friends of the Park" is a 501 (C)3 Non 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
Phone: 407-695-6069
Facebook: **/SeminoleEarthFest**
Website: **www.CasselberryFOP.com**

Earth Fest 2022–Lake Concord Park– Casselberry

Activities

Admission to Casselberry's ***"Earth Fest 2022"-*** on Saturday **April 30th, 2022** is free and the event is open to the public. Throughout the day from 10-3 PM, numerous fun activities will expand your mind through eco-friendly sights, sounds, and kid-friendly workshops and seminars.

The six areas that will educate, encourage and empower citizens to create a sustainable community:

- **Education Fun Zone** for Kids, a hotbed of activities suitable for children of all ages and their parents that include fun and interactive activities that will educate kids and adults alike on our earth, environment and the species that inhabit it.
- **Food court** a variety of food vendors will present their culinary creations to tantalize taste buds.
- **Recycled Art Exhibit** will showcase 2D-3D art created from recycled materials from local artisans being displayed..
- **Landscape Workshops** with free tree and plant giveaways will take place inside at the recreation center. Learn about proper landscaping techniques from Master Gardeners.
- **Live entertainment** will be presented throughout the day. A variety of sounds, will keep toes tapping all day long.
- **Health and Well Being** area that will showcase local business that focus on healthy living.

So bring your family and friends and walk, bike or drive your hybrid to the latest environmentally safe, eco-friendly event in Casselberry. This event offers something for everyone, including pets!

For more information about the event, please visit the website at ***www.casselberryFOP.com***

Sponsorship

As an Earth conscious business, we invite you to participate in Casselberry's ***"Earth Fest 2022"*** on ***April 30th, 2022***. 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
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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 locater map.
- **Most common level.**

Political Candidate $50

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

Food Vendors: Call

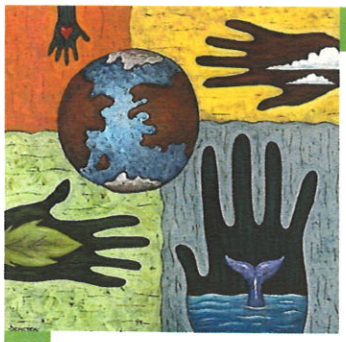
- (1) Booth space location at event for display, sampling and/or sales.
- Be included in the vendor locater map.

Artisans: Call

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

Government/Charities Entities:

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



Commitment Form

1) Contact Information

Name of Business: _____

Primary Contact Name: _____

Phone/Fax: _____

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 excempt number)

___ Political Candidate: $50

___ Food Vendor: Call

___ Artists: Call

___ Government Entity: 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 30th, 2022

Make checks payable to: "**Friends of the Park**"

Memo Line: ***C/O EARTHFEST***

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

The Earth Fest 2022 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:

Anthony Aramendia (Event Chair) - 407-695-6069