



Sponsorship

As an Earth conscious business, we invite you to participate in Casselberry's **"Earth Fest 2024"** on **Saturday April 27th, 2024**. 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.



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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.