

The Florida Mermaid Festival

Dear Potential Sponsor:

The Florida Mermaid Festival is a community fundraiser created for The Friends of Parks and Recreation a 501(c) (3) . This festival will be at a low cost (\$5 for adults, and children under 12 are free) for admittance to best insure inclusion across all income levels and demographics. Our Goal of 200 vendors that focus upon Florida's Mermaid heritage, and local seafood tradition will bring a fun filled weekend to all in our community. This will include arts and craft vendors, kayaking competitions, live music, and handicap accessible game activities. The event will be held at Linda Pederson Park 6300 Shoal Line Blvd, Spring Hill, FL 34607 on March 16th and 17th 2019. This beautiful venue will allow us to combine the festive atmosphere of our regions brand of music, the local SEAFOOD, arts and craft, and many activities while promoting and bringing awareness to the need of our handicap population. The creation of a festival of his magnitude, with an estimated 6,000 to 10,000 visitors, has expenses that cannot be avoided. Sponsorships will be vital to the success of the event. We would be grateful if you joined us as a sponsor for this charity event for our community.

The goals of this event is to raise money for a handicap accessible splash park. Local leaders and officials have recognized that 13% of our youth have to deal with disabilities and the parks system can provide a way to include this population into an active community. The attachment to this letter provides specific information regarding sponsorship options for your organization / business to consider. We are planning a significant amount of publicity for this event through the local newspapers, news media, social media, and radio. The ARC Nature Coast is a non-profit organization under IRS code 501 (c) (3) of the Florida Statutes.

All admissions to this festival go directly to the Friends of Parks and Recreation 501(c) (3). Absolutely no members or staff of Friends of Parks and Recreation will receive any compensation. Your sponsorship donation is 100% tax deductible and we will gladly provide documentation attesting to your support. We are available to answer any questions you may have as you consider your interest in sponsoring this unique community/music/seafood/nature event. For further information please contact:

Nicola Barlow: Sponsor Contact : 352-345-0290 inspireouevent@gmail.com
Alex Harding: Festival Coordinator Contact: 252-717-2028 inspireouevent@gmail.com

The Florida Mermaid Festival

Linda Pederson Park 6300 Shoal Line Blvd,
Spring Hill, FL, 34607

Become a Florida Mermaid Festival Sponsor.

For more information, or to reserve your sponsorship, phone Nicola Barlow: 352-345-0290

\$5000 Festival Sponsor (1 available)

- Company logo displayed at main Entrances of Festival up to 2-4'x10'
- Company logo displayed on festival website with a weblink **Thefloridamermaidfestival.com** (for one year)
- Recognition as Festival sponsor via PSA with at least three (3) PA announcements made during the festival
- Company logo included on posters, flyers, and festival map
- Company logo included on official festival T-shirt
- Opportunity to provide branded tent, up to 30' x 20' in size, for entertaining or promoting the company's goods or services
- 8 Sponsor VIP Lot Parking and 16 VIP Tent Passes

\$2500 Festival/ Gate Sponsorship (2 Available)

- Company logo displayed at one of the two main Entrances of Festival up to 1-4'x10'
- Company logo displayed on festival website with a weblink (www.**Thefloridamermaidfestival.com** for one year)
- Recognition as Festival sponsor via Ticket Desks with at least three (3) PA announcements made during the festival
- Company logo included on posters, flyers, and festival map
- Opportunity to provide branded tent, up to 30' x 20' in size, for entertaining or promoting the company's goods or services
- 5 Sponsor VIP Lot Parking and 10 VIP Tent Passes

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\$1500 Special Events Sponsorship (3 available: Band, Ability Race, and VIP Tent)

- Company logo displayed on festival website with a weblink for one year
- Recognition as event sponsor via Main Stage or VIP Tent with at least one PA announcements
- Company logo included on festival map, and Brochures
- Sponsor will have the opportunity to provide its own branded tent, up to 10' x 30 in size, for entertaining or promoting the company's goods or services at the festival.
- Sponsor will be allowed to display banners at the specific event.
- 4 VIP Parking and 8 VIP Tent Passes

\$1,000 Neptune Sponsorship (10)

- Company logo displayed on festival website with a weblink for one year
- Neptune Sponsor will have the opportunity to provide its own branded tent, up to 10' x 10' in size, for entertaining or promoting the company's goods or services at the Festival
- 4 complimentary official festival T-shirts
- 2 Vip Pass for parking and 4 Passes for VIP Tent
- Logos on Brochures

\$500 Trident Sponsorship (unlimited)

- Company logo displayed on festival website with a weblink for one year
- 2 VIP Passes for Parking and 2 VIP Tent
- 10x10 tent space
- Logos on Brochures

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\$250 Sailor Sponsorship (unlimited)

- 10×10 tent space
- Logos on Brochures
- 4 Admission Tickets

\$100 Halibut Sponsorship

- Company name, address, phone, website, a brief description displayed in Festival brochure
- Company location highlighted on brochure map
- 2 Admission Tickets

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The Florida Mermaid Festival Sponsor Vendor Application

NAME _____
BUSINESS NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP CODE _____
CELL #: _____
ALT PHONE #: _____ EMAIL _____
ADDRESS _____

Please submit this application to the Nicola Barlow.

inspireouevent@gmail.com

Payments can be made through paypal through our website
(www.thefloridamermaidfestival.com) or directly by check, payable to
Inspire Event Management, LLC at 1402 Findlay Ave, Spring Hill, FL,
34609.

Complete description of food and beverage and or products you will be
selling.

Items: _____

Thank you for your interest in the **The Florida Mermaid Festival**. As a
potential food or product vendor vendor, please be aware of the following
information:

1. The reservation fee for all qualified sponsors for a 10 x 10 or a 30 x 12 booth will be waived. In lieu of prior arrangements.
2. Please provide information or pictures if applicable of your booth set-up and or food products. Photos will not be returned.

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3. Applications are reviewed individually based on photos and or written description of food or products to be sold.
4. Health Permit if applicable – You will be required to apply for permit in advance. The Health Department staff may check all food booths; if you do not have a Permit they will shut you down.
5. If accepted as a Food or Beverage Vendor at The Florida Mermaid Festival, you will be sent a contract to complete and sign. Contracts will be due March 1st 2019.

ADDITIONAL VENDOR INFORMATION

1. This event will be held rain or shine. This is an outdoor event with possible uneven terrain, inclement weather and wind gusts.
2. Your booth must be open and staffed during all hours of the event; ,Saturday 11:00 a.m. to 8:00 p.m
3. You are responsible for keeping your booth and area clean at all times. All trash must be properly disposed of. **DO NOT USE TRASH BARRELS.**
4. Sales Tax - You will need to collect sales per Florida code Rule 12A-1.080, F.A.C.
5. Fire Extinguisher if applicable – must be present in your booth. The a Fire Marshal may inspect all vendors as part of the pre-event inspection.
6. If you use grease or oils, you must supply tarps or suitable methods of containment.
7. All food vendors have been approved based on the application submitted. All items for sale will be reviewed throughout the event.
8. Food vendors may not sell any beverages or food items not described on the application. Approval for additional items must be requested and received.
9. All sales are from your assigned booth. No roaming sales.
10. Pets/animals of any type are not permitted, other than registered service dogs.
11. There will be no changes after the booth spaces are assigned.
12. No bullhorns or megaphones, flashing lights or strobes, speakers or sound amplification is allowed.

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LOAD IN/LOAD OUT PROCEDURES

1. Load in / setup is Saturday beginning at 8am and no later than 11am (possibly on Friday upon special request). You must completely be set up no later than 11:00am. - no exception. A staff host will greet you and be available to answer questions during your set up.
2. Load out will begin on Saturday at 8:00 p.m (possibly on Sunday upon special request). Please work with your Staff Host to arrange for your vehicle to enter the venue for load out.
3. Do not block traffic during your load out. Your patience during the load out process is appreciated.
4. Be prepared to bring help, rolling carts, hand trucks to load in to your booth space. Staff cannot be responsible for loading in, setting up or loading out vendor items. Absolutely no vendor will be allowed to shut down before 8pm (exception being aquatic vendors and that may only proceed at sundown)

HOLD HARMLESS AND RELEASE: In consideration of participation in any event on county property, I hereby release and forever discharge the county, its officers, agents, employees and representatives, and their respective heirs, successors and assigns, from any and all actions, causes of action, suits, proceedings, debt, dues contracts, judgments, damages, claims, and or demands whatsoever in law or equity that the undersigned, its successors or assigns, ever had, now have, or may have in the future in connection with the undersigned's participation in any event on Hernando County property, and or with The Florida Mermaid Festival.

Signature _____

Date _____

If you have any questions please contact: Nicola or Alex at inspireouevent@gmail.com or 252-717-2028

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The Florida Mermaid Festival Booth and Vendor Contract and Acceptance of Terms

SPONSORSHIP: Should the festival secure a food/beverage or apparel sponsor, Vendors may be required to sell an official festival soda/bottled water at a fixed price point or have minimum set price for apparel.

FOOD AND BEVERAGES: Food Vendors may not sell beverages of any kind and Beverage Vendors may not sell food unless specifically assigned by a festival sponsor.

Water: The festival has limited access to water. The festival does not provide direct hookups. It is recommended that you bring your own water source.

TENTS: Vendors must provide tents. Tents must be properly secured to minimize damage to other vendor's property in the event of a windy day.

TRASH REMOVAL: Grounds must be kept clean and free from debris. Vendors are expected to provide their own trash bins and trash bags.

GREASE: Vendors are responsible for the disposal of their own grease. There will be no grease bins available on site for Vendor use. All grease must remain with Vendor and be taken off site for disposal after the festival. All food Vendors using fry oil are to provide ground cover inside their designated area for the absorption of grease where applicable. No food Vendor will be allowed to open for business (or stay in business during the festival weekend) if this ground cover is not in place. Grease absorbent mats work the best. Absolutely no grease or grey matter is to be disposed of on the grounds, in portable restrooms or down any drains.

FIRE MARSHAL: Vendors must meet all requirements set forth by the Hernando County Fire Marshal. This includes, but is not limited to, having all labelled fire retardant structures (tents/sidewalls, etc.) when applicable. All fire extinguishers must have a valid recharged tag. If you are operating with fryers or grease, you must have a special K silver extinguisher. If you have any additional questions, please contact

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Hernando County Office of the Fire Marshal, 352-540-4353 **60 Veterans Avenue, Brooksville, Florida 34601**

LIABILITY: Vendor shall bear sole responsibility for any personal injury, loss of property or merchandise placed upon or sold at or from the Festival, from set up to break down. Vendor agrees to indemnify, defend and hold harmless Hernando County Fl., The Florida Mermaid Festival, Friends of Parks and Recreation or Inspire Event Management, their respective employees, agents and volunteers, its elected/appointed officials, employees, agents and volunteers, from any and all claims, demands, suits and actions, including attorney's fees and court costs, arising out of this Contract or as a result of Vendor's activities on the Festival grounds and/or within its boundaries (the "Festival Grounds"), including selling, storage or merchandising, and/or Vendor's occupancy or use of the Festival Grounds or any portion thereof. **HEALTH**

DEPARTMENT PERMIT: All approved Food Vendors will be required at their own expense to carry a Temporary Food Permit from the Hernando County Health

Department. Vendors will not be permitted to set up at the The Florida Mermaid Festival without a copy of this permit. **NON-COMPLIANCE:** The Florida Mermaid Festival Central has the right to refuse any Vendor participating at the Mermaid Festival if they do not comply with the rules set forth by The Florida Mermaid Festival if a Vendor is found noncompliant. The Florida Mermaid Festival will not refund Vendor fees. **CANCELLATIONS:** No refunds will be given for any cancellation. All fees are non-refundable.

Name of Authorized Vendor Agent: _____

Signature of Authorized Vendor Agent: _____