

January 30, 2017

Dear Prospective Sponsor;

Perdido Springfest 2016 was a huge success that greatly benefitted our community. We hosted a full size carnival complete with the rides, games, concessions and a vendor marketplace. Every year anticipation for this event grows and we want to keep it coming to Perdido. We are especially proud of the fact that approximately 6,000 people attended Perdido Springfest 2016 over a five day period, making Perdido Springfest the largest family friendly event in Southwest Escambia County! Thanks to the generosity of our event sponsors admission and parking remained free for everyone. Donations of canned goods were collected at the gate and donated to feed the homeless and the hungry. Thanks to the generosity of Perdido Springfest event-goers, over 1000 pounds of food has been donated in effort to feed the hungry! Also, net proceeds from Perdido Springfest have helped support community youth centered charitable organizations. Our goals for the event are to provide a safe and healthy environment for our community’s families and young people to enjoy and also to benefit the community with benevolence.

We accomplished that for 2016. The positive feedback from last year was overwhelming. Many event-goers even said they preferred it to the Pensacola Interstate Fair for many reasons. Security, clean grounds and courteous employees make an impression. Perdido Springfest has become an important tradition for West Pensacola, but we rely heavily on the support of sponsors to continue to provide a quality event.

The 2017 event is planned for March 22-26. We are very grateful to our past sponsors and hope 2017’s festival will motivate many additional business sponsors. Our business sponsors will appreciate their advertising potential extending all the way over to Santa Rosa and Mobile counties in addition to the large amount of focus we put on Escambia county, the SW area in particular. We believe our target market matches well with yours. Please take a moment to consider one of several sponsorships available for purchase. Customized Sponsorship Packages tailored to fit your needs can certainly be created upon request. Please reserve funds in your 2017 budget to sponsor this event. Your support of Springfest 2017 will help continue this enjoyable family friendly tradition for Perdido and all of Southwest Escambia County. Thank-you.

Sincerely,

William P. Walker
Coordinator for Perdido Springfest & Fair 2017

Phone: (850) 525-5481

Email: info@perdidospringfest.com

Please visit our website and Facebook page!

 ***Benefitting Perdido Area Youth***

***Targeted Charitable Organizations***

**2017 Sponsorship Invitation**

**Perdido Springfest 2017 Sponsorship Levels & Benefits**

***Our sponsorship program is uniquely flexible. We will customize a sponsorship package for you, based on your needs, to create a successful partnership. Be confident that your sponsorship will earn results.***

**Title Sponsor $5000**

* There will only be one title sponsorship opportunity, renewable with first right of refusal the following year.
* News Release announcing sponsorship
* Visibility as Title Sponsor of Perdido Springfest
* Company Name/Logo on all printed event communications, made part of festival letterhead
* Company Name/Logo prominently displayed or mentioned on all promotional advertising, billboards, print, TV, radio, T-shirts, etc… to the extent possible.
* Company name included in all Press Releases sent to area and regional media
* Company Name/Logo will be largest and most prominently displayed on a banner or sign (that we provide) at the event
* Company Name/Logo will be the largest and most prominently displayed on Perdido Springfest’s website and will remain there for one year
* Link from Perdido Springfest’s website to your company website
* Advertised as "Company Name" Perdido Springfest, and you can distribute promotional items, coupons, etc... throughout the entire event
* Opportunity to have representatives showcase/familiarize event goers with your business at a booth with tables, chairs and tents provided for you. The size of booth is negotiable to meet your needs. Title Sponsor gets first choice of booth location.
* Opportunity to display multiple company banners at event (that you provide)- Priority placement
* 4 VIP Parking Passes
* 10 All-You Can-Ride Wristbands
* Industry Exclusivity
* Logo rights as approved by Perdido Springfest
* Benefits can be customized to meet your needs!

**Presenting Sponsor $2500**

* Visibility as a Presenting Sponsor of Perdido Springfest, smaller than larger contributors
* Company Name/Logo displayed on a banner or sign (that we provide) at the event
* Company Name/Logo displayed on event advertising whenever possible (flyers, posters, etc…)
* Company name mentioned whenever possible (radio, TV, etc…)
* Company Name/Logo displayed on Perdido Springfest’s website and remains there for one year
* Link from Perdido Springfest’s website to your company website
* Advertised "Company Day" at Perdido Springfest where you can distribute promotional items, coupons, etc... to event goers
* Space for a booth with table and chairs provided for you. Size is negotiable to meet your needs.
* Opportunity to have representatives showcase/familiarize event goers with your business at your booth
* Opportunity to display up to 3 multiple company banners (that you provide) at event in prominent locations
* 2 VIP Parking Passes
* 6 All-You-Can-Ride Wristbands for your use to give to employees or clients
* Industry Exclusivity

**Lead Sponsor $1000**

* Visibility as a Lead Sponsor of Perdido Springfest, smaller than larger contributors
* Company Name/Logo displayed on a banner or sign (that we provide) at the event
* Company Name/Logo displayed on event advertising whenever possible (flyers, posters, T-shirt, etc…)
* Company Name/Logo displayed on Perdido Springfest’s website and remains there for one year
* Link from Perdido Springfest’s website to your company website
* Space for a booth with table and chairs (you bring your own table and/or tent)
* Opportunity to have representatives showcase/familiarize event goers with your business at your booth
* Opportunity to display up to 2 company banners at event (that you provide)
* 2 VIP Parking Passes
* 4 All-You-Can-Ride Wristbands for your use to give to employees or clients

 **Supporting Sponsor $500**

* Visibility as Supporting Sponsor of Perdido Springfest, smaller than larger contributors
* Company Name/Logo displayed on banner or sign (that we provide) at the event
* Company Name/Logo on event advertising whenever possible, (flyers/posters, T-shirts, etc…)
* Company Name/Logo on Perdido Springfest’s website
* Link from Perdido Springfest & Fair’s website to your company website
* Space for a 10 x 10 booth at the event (you bring your own table and/or tent)
* Opportunity to have representatives familiarize event goers with your business at your booth
* Opportunity to display 1 company banner at Perdido Springfest (that you provide)
* 1VIP Parking Pass
* 2 All-You-Can-Ride Wristbands for your use to give to employees or clients

**Friend $150**

* Visibility as a Friend of Perdido Springfest, smaller than larger contributors
* Company Name/Logo on banner or sign at the event (that we provide)
* Company Name/Logo on Perdido Springfest’s website
* Link from Perdido Springfest’s website to your company website

“In-Kind “donations are also accepted. These donations typically save us from incurring an expense we would otherwise have had to pay for. In-kind donations receive a sponsorship level equal to the value of your donation.

***Our sponsorship program is uniquely flexible. We will customize a sponsorship package for you, based on your needs, to create a successful partnership. Be confident that your sponsorship will earn results.***

 Please note that sponsors are responsible for supplying all banners and promotional materials that they would like us to use unless otherwise stated.

**For more event information, please contact Clay Smith, Sponsor Coordinator.**

 **Phone: (850) 982-2965 or Email: info@perdidospringfest.com**

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**Sponsorship Agreement Form

Please Fax completed form to 850-497-0759**

**or Email to info@perdidospringfest.com**

**SPONSORSHIP LEVEL** (please check one):

\_\_\_\_\_Title ($5000)

\_\_\_\_\_Presenting ($2500)

\_\_\_\_\_Lead ($1000)

\_\_\_\_\_Supporting ($500)

\_\_\_\_\_Friend ($150)

Describe In-Kind donation (subject to approval) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Print Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Your Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**A signed agreement is due by Wednesday, March 8, 2017. Payment is due by March 15, 2017. (Dates can be arranged to meet your needs.) Make all checks out to Perdido Bay Youth Sports Association.
Mail check to William P. Walker, C/O Perdido Springfest, 1224 Bartram Ln. Pensacola, FL 32507.
For information contact William P. Walker. Phone: 850-525-5481 or Email: info@perdidospringfest.com.**