

Saturday
October
15
and
Sunday
October
16
2011

Fourth Annual Winter Springs Festival of the Arts Sponsorship Opportunities

A festival of art, wine and jazz
at the Winter Springs Town Center
presented by
the Oviedo-Winter Springs Regional Chamber of Commerce
and the City of Winter Springs



Winter
Springs
Festival
OF THE
ARTS

Oviedo-Winter Springs
Regional Chamber of Commerce



Oviedo~Winter Springs
Regional Chamber of Commerce
bringing out the best in business

www.wsfota.org



OVERVIEW

This year's Winter Springs Festival of the Arts will take place in the Winter Springs Town Center October 15-16, 2011. A signature event in an affluent Central Florida community, this art, wine and jazz festival attracts residents and visitors to the upscale village center. Patrons stroll along beautiful Blumberg Boulevard, view the work of fine artists, enjoy music and entertainment by performing artists, and taste a variety of foods.

Ranked in *Money* magazine as one of the "Best Places To Live" in the U.S., the city of Winter Springs is located in northeast Seminole County and hugs the edge of Lake Jesup on the St. Johns River basin. The attractive town center, which serves as the city's downtown, is an ideal venue for an outdoor arts festival.

Festival attendees represent the appeal of a culturally diverse event that offers a wealth of exhibiting and performing artists and entertainers. From the serious art collector to the jazz lover and budding young artists, the festival has something for everyone in the family. Festival-goers enjoy original works of art, demonstrating artists, performers, great food and fun in a picturesque, outdoor setting.

The festival attracts approximately 15,000 upscale connoisseurs of fine and performing art from across Central Florida.

Dates: Sat., Oct. 15, and Sun., Oct. 16, 2011

Hours: 10 a.m. to 5 p.m. daily

Attendance: 15,000 (est.)

Admission: Free

Winter Springs Demographics:

Residents	34,621 (est.)
Average Household Income	\$72,118
Average Home Value	\$276,068
College Education	68.0 percent
Median Age	38.3

Advertising:

Direct Mail	Print
Event Program	On-line
Collateral	Outdoor

WHY SPONSOR?

DEMONSTRATE ROI

A 1999 survey conducted by the International Events Group, the worldwide authority on the sponsorship industry, showed that festivals have a higher audience loyalty than NASCAR or cause-related marketing. The survey indicated that 78 percent of companies agree that participating in festivals has a measurable impact on consumer sales of their product and offers a conducive environment for experiential sampling.

Through an integrated marketing program, the Winter Springs Festival of the Arts offers a wide range of sponsorship opportunities to meet a company's marketing goals through customized programs of on-site branding and broad promotional exposure.



MAKE AN IMPRESSION

Depending on your level of involvement, your advertising message will be seen throughout the festival's promotional period. The marketing plan targets the entire Central Florida area. The audience will see your message in a dynamic, unique and attentive environment that will help sell your product or service.

- Print Promotion
- Brochures
- Flyers
- Website
- Program Guide
- On-line media
- Radio
- Stage Announcements
- Banners
- Festival Presence



SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR \$7,000* INVESTMENT

Premium sponsorship available on first come, first served basis

The **Presenting Sponsor** has the highest level of visibility throughout the event with logo placement privileges on festival-related publications, marketing materials, website, on-site signage, banner recognition on stage, and company mention in radio advertising. Logo appears in all large format newspaper and periodical advertising and is listed with other major sponsors on small format advertising. Sponsor can set up a booth at the event and receives additional invitations to special receptions.

- ◆ Name inclusion in event – *“Winter Springs Festival of the Arts – Presented by Your Business”*
 - ◆ Full page, 4-color ad on back cover of Festival Guide
 - ◆ Logo prominence on festival home page at wsfota.org
 - ◆ Double booth space at event
 - ◆ 20 VIP passes for access to VIP tent during festival
 - ◆ Logo on marketing/collateral materials and in print ads
 - ◆ PA recognition during event (one per hour, minimum eight :30 second announcements)
 - ◆ Chamber luncheon recognition
 - ◆ Logo recognition in weekly chamber e-letters
 - ◆ Logo recognition in post-event chamber e-letter and Thank You ad
- *Value: \$18,000*



STAGE/ENTERTAINMENT SPONSORS \$4,000* INVESTMENT

As **Stage or Entertainment Sponsor**, your company is associated with a primary location at the Winter Springs Festival of the Arts. An attractive group of performers designed to attract maximum attendance entertains over the weekend. Your company gets recognition before performances, banner recognition on stage, festival guide listing, invitations to special receptions, and more.

Sponsorships for stage and entertainment available

- ◆ Large display 4-color ad in Festival Guide
- ◆ Logo on festival home page at wsfota.org
- ◆ 10 VIP passes with access to VIP tent during festival
- ◆ Company mention in radio advertising
- ◆ Banner recognition on stage
- ◆ PA recognition prior to performances
- ◆ Chamber luncheon recognition (thru Oct. 2010)
- ◆ Recognition in weekly chamber e-letters (thru Oct. 2010)
- ◆ Recognition in post-event chamber e-letter, Thank You ad

** Value: \$7,500*

FEATURE ACTIVITY SPONSOR \$2,500 INVESTMENT

Receive title recognition for your company by sponsoring a feature activity such as the **children's art area**, the **student exhibit** or the **seniors' art display**, along with logo placement privileges as a "Feature Program Sponsor" on program-related festival marketing materials. In addition to an informational booth space, sponsors receive invitations to special receptions and links to the festival website.



PLATINUM SPONSORSHIPS \$3,000* INVESTMENT

Three available on first come, first served basis

- ◆ Half-page, 4-color ad in Festival Guide
 - ◆ Logo on festival home page at wsfota.org
 - ◆ Booth space within event
 - ◆ Logo on Festival Guide map
 - ◆ 10 VIP passes with access to VIP tent during festival
 - ◆ PA recognition during event, one per hour (minimum of eight :30 second announcements)
 - ◆ Recognition at chamber luncheons
 - ◆ Recognition in weekly chamber e-letters
 - ◆ Recognition in post event chamber e-letter and Thank You ad
- *Value: \$6,000**

GOLD SPONSORSHIPS \$2,000* INVESTMENT

Six available on first come, first served basis

- ◆ Medium display 4-color ad in Festival Guide
 - ◆ Logo on home page at wsfota.org
 - ◆ Booth space within event
 - ◆ Name recognition on marketing collateral
 - ◆ Logo on Festival Guide map
 - ◆ Six VIP passes with access to VIP tent during festival
 - ◆ PA recognition during event, one per hour (minimum of eight :30 second announcements)
 - ◆ Chamber luncheon recognition (thru Oct. 2010)
 - ◆ Recognition in post-event chamber e-letter and Thank You ad
- *Value: \$5,000**

SILVER SPONSORSHIPS \$1,000* INVESTMENT

Ten available on a first come, first served basis offered at \$2,000.

- ◆ Small display 4-color ad in Festival Guide
 - ◆ Logo on festival home page at wsfota.org
 - ◆ Four VIP passes with access to VIP tent during festival
 - ◆ Mention on Festival Guide map
 - ◆ Chamber luncheon recognition
 - ◆ Recognition in post-event chamber e-letter and Thank You ad
- * Value: \$3,500**

CUSTOMIZE YOUR SPONSORSHIP

Customize your sponsorship to match your marketing needs. We create sponsorships to reach your target audience and give you measurable ROI. Event marketing allows you to engage potential customers in a relaxed atmosphere creating an environment that makes the customer more receptive to your products and services.

CREATE A PURCHASE AWARD

Start your own corporate collection. Include a corporate purchase award in your sponsorship and get art dollars to buy a work of art from our award-winning artists. Then appreciate and enjoy the work in your place of business while the work itself appreciates in value!



FOR MORE INFORMATION

For more information, please fill out the enclosed information and fax it back to (407) 650-2712 or e-mail Cathy Chism at cathy@oviedowintersprings.org for an immediate response..

Name: _____ Title: _____

Company Name: _____ Phone: _____ E-mail: _____

Address: _____ City: _____ State: _____ Zip: _____

- Yes, I am interested in participating at the _____ level. Please send a contract.
- Yes, I would like more information about sponsorship opportunities with the Winter Springs Festival of the Arts.
- No, I am not interested this time, but please contact me next year before _____ (date).
- No, but I am interested in your Patrons' Program. Please send information on this.

Cathy Chism

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www.wsfota.org

