

## BACKGROUND INFORMATION

Taste of Oviedo 2012 will take place on April 14, 2012. This 18<sup>th</sup> Annual Taste is a well established event celebrating spring and a day of fun for families to spend together while they play, laugh and learn about products and services available in their community.

Based on past year's numbers, this event is poised to attract 40,000+ festival attendees who live and/or work in Seminole and East Orange Counties, including Oviedo, Winter Springs, UCF and its Research Park, Waterford Lakes, Winter Park, Maitland and surrounding areas.

With a business expo including almost 200 booths such as; local businesses, arts and crafts for sale, live entertainment, delicious food from local eateries and a "Kid's Taste" area filled with bounce houses, rock climbing, inflatable slides and more. Festival goers are sure to have a wonderful day!

## WHY SPONSOR?

Taste of Oviedo has become one of the most popular and eagerly anticipated events in Seminole County. Your business will be in front of people who attend the event and even those who don't attend through our advertising in all of Central Florida!

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. Avenues of advertising are:

**Print Promotion**

**On-line media**

**Brochures**

**Radio**

**Flyers**

**Stage Announcements**

**Website**

**Banners**

**Program Guide**

**Festival Presence**

**Social Media**

Your sponsorship ensures that Taste of Oviedo remains a first-class event. With your investment and that of our other sponsors, the Chamber will have the means to effectively promote the event in the local media, bring in live entertainment and provide professional services such as police and medical personnel at the event.

In addition, proceeds from this event will fund Chamber programs that promote the social, civic and economic development of the Oviedo-Winter Springs area.

*Bridget Lake, Director of Marketing and Events*

407-278-4871

# CONTACT INFORMATION

## Media Detail

The Taste of Oviedo also offers customized sponsorships to match your marketing needs. We create sponsorships that will reach your target audience to give you measurable return on your investment. Event marketing allows you to engage potential customers in a relaxed, fun atmosphere while driving home your marketing message. This type of advertising approach creates an environment that makes the customer more receptive to your products and services.

## For More Information

Please let us know how your company would like to be part of the 18<sup>th</sup> Annual Taste of Oviedo and how you would like us to contact you. Call Bridget Lake at 407-278-4871, email her at [bridget@oviedowintersprings.org](mailto:bridget@oviedowintersprings.org), or fax this form to 407-650-2712.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

I am interested in learning more about the \_\_\_\_\_  
Sponsorship!

Please:

\_\_\_\_ Call me      \_\_\_\_\_ Email me

I look forward to learning more about your company and helping you reach more than 40,000 potential customers at the 18<sup>th</sup> Annual Taste of Oviedo on April 14, 2012.

*Bridget Lake, Director of Marketing and Events*  
407-278-4871

