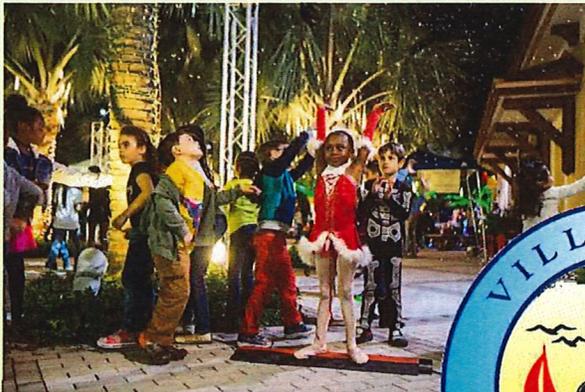


2019 - 2020

V.I.P Opportunities

Very Important PARKners



Village of Palmetto Bay

9705 East Hibiscus Street Palmetto Bay, FL 33157

www.palmettobay-fl.gov

**"MAKE A DIFFERENCE
FOR YOUR BUSINESS AND COMMUNITY"**

Event/Activity/Program	Date	Deadline	Location
Principal's Welcome Breakfast	October 16, 2019	October 7, 2019	Thalatta Estate
Halloween Trunk – or – Treat & Movie Night	October 26, 2019	October 5, 2019	Coral Reef Park
State of the Village	November 22, 2019	October 31, 2019	Thalatta Estate
Light Up Your Holidays	December 7, 2019	November 16, 2019	Village Hall
Camping in the Park & Movie Night	February 8 - 9, 2020	December 17, 2019	Coral Reef Park
Run, Walk, & Stroll 2K	March 1, 2020	January 26, 2020	Coral Reef Park
Annual Picnic Celebration	March 7, 2020	February 18, 2020	Coral Reef Park
American Cancer Society Relay for Life	March 14, 2020	February 15, 2019	Coral Reef Park
Independence Day Celebration	July 4, 2020	May 24, 2020	Village Hall



Dear Community/Business Leader:

Interested in broadening and/or enhancing exposure to your business? How about establishing an economical way to increase your customer base; or have customers and clients thanking you and showing their appreciation for your support of our community?

By sponsoring one or more of our *Village of Palmetto Bay Community Special Events/Programs*, you will open up a unique opportunity to connect with the Palmetto Bay community, and enhance your corporate brand and awareness of your location and offerings. Each sponsorship opportunity is designed to reach key audiences and provides a fun, entertaining and engaging way for you to connect with the community.

Key benefits as a sponsor include:

- Brand awareness and exposure of your products and/or services to hundreds and perhaps thousands of potential customers
- Establishing your company as a caring and supportive partner of the community
- Networking with public and private professionals, corporate representatives, and residents

A comprehensive list of all sponsorship opportunities and the Village of Parks Paly by Play Recreation Guide AD rates are available upon request. Please know our events team will gladly meet with you to discuss a sponsorship program of your liking; or perhaps a custom sponsorship package that meets your marketing goals and/or objectives. For additional information, to begin discussions or confirm your commitment for sponsorship, please kindly contact the Village of Palmetto Bay Parks & Recreation Department at 305-259-1234 or via email at events@palmettobay-fl.gov.

We look forward in hearing from you soon.

***“MAKE A DIFFERENCE
FOR YOUR BUSINESS AND COMMUNITY”***



Event Name: **Principal's Welcome Breakfast**

Description: The Village of Palmetto Bay's area public, private, and charter school Principals will be invited to network, share information and learn about partnership opportunities that will bring value to our vibrant and growing community.

- **Location:** Thalatta Estate Park
- **Date:** Wednesday, October 16, 2019
- **Event Time:** 9:00am – 11:00am
- **Audience:** School Principals, Police Officers, Village Officials and Staff
- **Kind of Sponsorship:** Cash
*(**If your business has 40-50 promotional items, we'd like to include them inside the Principal's goodie bags)*
- Due to space, only (1) Level 1 Breakfast Sponsor and (4) total sponsors for Level 2 & 3

Application Due: Monday, October 7, 2019

Levels: Level 1 **\$500-Breakfast Sponsor** | Level 2 \$250 | Level 3 \$100

Sponsorship Benefit Packages are flexible and negotiable

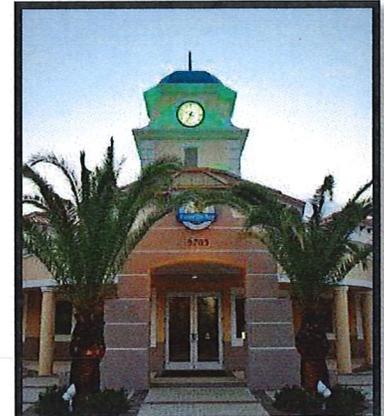


Sponsorship Benefit Packages	Level 1 (\$500)	Level 2 (\$250)	Level 3 (\$100)
Pre-Breakfast Event Benefits			
Inclusion on the <i>Electronic E-vite</i>			
Logo Inclusion on the Event Flyer Logo Inclusion on the e-vite flyer as <i>Presenting Sponsor</i> sent to public, private and charter schools	*	*	*
Special Thank You recognition on Social Media	*	*	*
Day of Breakfast Event Benefits			
Onsite marketing rights for sampling and advertisement <i>One table and (2) chairs provided by the Village of Palmetto Bay</i>	*	*	*
Signage Rights <i>(*Table Skirt and/or poster marketing piece on an easel. Items such as banners, etc., may not be hung inside the Thalatta Estate House)</i>	*	*	
Welcoming Remarks & Speaking Opportunity Brief two (2) minutes on mic to introduce service/product	*		
Public Recognition (Onsite Announcement)	*	*	*

Event Name: State of the Village Address

Description: Residents and guests will gather at Village Hall for the Annual State-of-the-Village Address. In this event, the Mayor will present an annual review of Palmetto Bay operations accomplishments; and goals, and objectives for the coming year. The address is usually broadcasted live either on Palmetto Bay Government Access TV-WBAY or via a live webcast from the Village website. There is entertainment and also complimentary appetizers, wine, and dessert items for all to enjoy.

- **Location:** Thalatta Estate
- **Date:** November 22, 2019
- **Event Time:** 6:00pm – 9:00pm
- **Estimated Attendance:** 400
- **Audience:** Adults
- **Kind of Sponsorship:** Cash



Advertising and Exposure Facts:

- **Flyers Distributed:** 5,000 to area schools
- **Subscribers Receiving Email Blasts:** 4,000
- **Social Media Subscribers (Facebook, YouTube, Twitter):** 4,000
- **Government Access TV:** WBAY-broadcasted on ATT U-Verse Channel 99 & Comcast Channel 77 (reaches 75% of homes in Palmetto Bay)
- **Monthly City Website Hits (Average):** 10,000

Application Due: October 31, 2019

Levels: Level 1 \$5,000 | Level 2 \$2,500 | Level 3 \$1,000

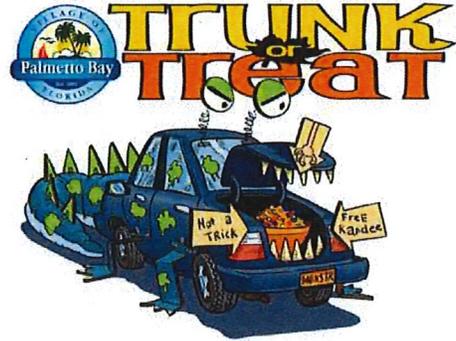
Sponsorship Benefit Packages are flexible and negotiable

Sponsorship Benefit Packages	Level 1 (\$5,000)	Level 2 (\$2,500)	Level 3 (\$1,000)
Pre-Event Benefits			
Inclusion in Community Newspaper	*	*	
Inclusion in Event Flyer <i>(Distributed to Local Schools, Businesses, Parks, and featured on City Website/Social Media/Email Blasts)</i>	*	*	
Day of Event Benefits			
Sponsor Welcome Remarks - (2 min) prior to Mayor Speech	*		
Onsite marketing rights for sampling and advertisement <i>Tent (10' x 10'), table and (2) chairs provided by the Village of Palmetto Bay</i>	*		
Signage Rights <i>(*Banners must be provided by sponsor. Maximum size is 3 x 10)</i>	*(2)		
Public Recognition (Onsite Announcement)	*(3)	*(2)	*(1)

Event Name: Halloween “Trunk-or-Treat” & Movie Night

Description: This family-friendly, unique event is a safe and fun alternative to trick-or-treating in the streets. Scary costume and crazy wigs are encouraged, as community partners/sponsors, and Village sports and recreation providers hand out tons of candy and other goodies for trick-or-treaters in their decorated trunks, golf carts, or tents. This event includes: a movie featured on a 2-story tall inflatable movie screen, truck-or-treat decorated car and golf cart contest, a tennis fun zone, and movie ticket raffles given to winner of the best costume.

- Location: Coral Reef Park
- Date: Saturday, October 26, 2019
- Event Time: 5:30pm-9:00pm
- Estimated Attendance: 800
- Audience: Families
- Kind of Sponsorship: Cash ONLY



Advertising and Exposure Facts:

- Flyers Distributed: 4,000 to area schools
- Subscribers Receiving Email Blasts (Standalones & Your Village@ Work): 4,000
- Social Media Subscribers (Facebook, YouTube, Twitter, Instagram): 4,000
- *Government Access TV: WBAY-broadcasted on ATT U-Verse Channel 99 & Comcast Channel 77 (reaches 75% of homes in Palmetto Bay). *Applies only to certain events
- Monthly City Website Hits (Average): 10,000

Application Due: October 5, 2019

Levels: Level 1 \$700 | Level 2 \$500 | Level 3 \$300

Sponsorship Benefit Packages are flexible and negotiable

Sponsorship Benefit Packages	Level 1 (\$700)	Level 2 (\$500)	Level 3 (\$300)
Pre-Event Benefits			
Inclusion in Community Newspaper (if space is available)	*	*	
Inclusion in Event Flyer <i>(Distributed to Local Schools, Businesses, Parks, and featured on City Website/Social Media/Email Blasts)</i>	*	*	
Day of Event Benefits			
Onsite marketing rights for sampling and advertisement <i>Tent (10' x 10'-only for Level 1), table and (2) chairs provided by the Village of Palmetto Bay</i>	*	*	*
Signage Rights <i>(*Banners must be provided by sponsor. Maximum size is 3 x 10)</i>	*		
Movie AD (on a looping PowerPoint before start of movie)	* (3)	* (2)	* (1)
PSA (20 seconds). Played before start of movie	*		
Public Recognition (Onsite Announcement)	*	*	*

Event Name: Light Up Your Holidays

Description: The magic of the holiday season starts with the “Light Up Your Holidays”. Join us as we light up a 20ft tree and displays to kick off the Holiday Season. Everyone will be treated to a cheery blend of student performances, carnival foods, arts and crafts, amusement rides, faux snowstorm and pictures with Santa.

- **Location:** Village Hall – 9705 East Hibiscus Street
- **Date:** December 7, 2019
- **Event Time:** 5:00pm – 9:00pm
- **Estimated Attendance:** 2,000
- **Audience:** Families/All Ages
- **Kind of Sponsorship:** Cash



Advertising and Exposure Facts:

- **Flyers Distributed:** 5,000 to area schools
- **Subscribers Receiving Email Blasts:** 4,000
- **Social Media Subscribers (Facebook, YouTube, Twitter):** 4,000
- **Government Access TV:** WBAY-broadcasted on ATT U-Verse Channel 99 & Comcast Channel 77 (reaches 75% of homes in Palmetto Bay)
- **Monthly City Website Hits (Average):** 10,000

Application Due: November 16, 2019

Levels: Level 1 \$2,500 | Level 2 \$1,000 | Level 3 \$250

Sponsorship Benefit Packages are flexible and negotiable

Sponsorship Benefit Packages	Presenting Sponsor (\$2,500)	Santa's Helper (\$1,000)	Reindeer Sponsor (\$250)
Pre-Event Benefits			
Official Designation as Presenting Sponsor	*		
Inclusion in Community Newspaper	*		
Inclusion in Event Flyer <i>(Distributed to Local Schools, Businesses, Parks, and featured on City Website/Social Media/Email Blasts)</i>	*	*	*
Day of Event Benefits			
Onsite marketing rights for sampling and advertisement <i>Tent (10' x 10'), table and (2) chairs provided by the Village of Palmetto Bay for Presenting Sponsor. Santa's Helper must provide their own tent, table and chairs.</i>	*	*	
Signage Rights <i>(*Banners must be provided by sponsor. Maximum size is 3 x 10)</i>	*(2)		
Public Recognition (Onsite Announcement)	*(3)	*(2)	*(1)

Event Name: **Camping in the Park & Movie Night**

Description: The Village of Palmetto Bay residents and guests will be provided with a camping experience in one of their very own parks, Coral Reef Park. A day and night filled with free camping activities such as kayaking, making s'mores over a campfire, playing games, animal encounters, arts & crafts, watching two movies on a big screen, a fishing tournament and so much more.

- **Location:** Coral Reef Park
- **Date:** February 8-9, 2020
- **Event Time:** 11:00am – 10:00am **overnight event*
- **Estimated Attendance:** 1,500
- **Audience:** Families/Children
- **Kind of Sponsorship:** Cash & Product for Raffles/Contest



Advertising and Exposure Facts:

- **Flyers Distributed:** 5,000 to area schools
- **Subscribers Receiving Email Blasts:** 4,000
- **Social Media Subscribers (Facebook, YouTube, Twitter):** 4,000
- **Government Access TV:** WBAY-broadcasted on ATT U-Verse Channel 99 & Comcast Channel 77 (reaches 75% of homes in Palmetto Bay)
- **Monthly City Website Hits (Average):** 10,000

Application Due: December 17, 2019

Levels: Level 1 \$1,500 | Level 2 \$1,000 | Level 3 \$500

Sponsorship Benefit Packages are flexible and negotiable

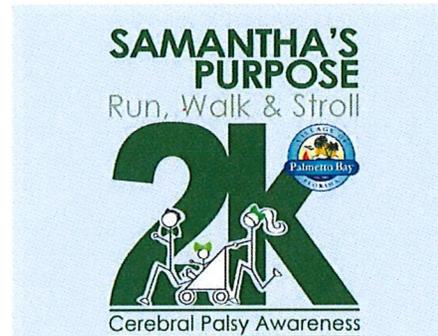
Sponsorship Benefit Packages	Level 1 (\$1,500)	Level 2 (\$1,000)	Level 3 (\$500)
Pre-Event Benefits			
Inclusion in Community Newspaper	*	*	
Inclusion in Event Flyer <i>(Distributed to Local Schools, Businesses, Parks, and featured on City Website/Social Media/Email Blasts)</i>	*	*	*
Day of Event Benefits			
Onsite marketing rights for sampling and advertisement <i>Tent (10' x 10'), table and (2) chairs provided by the Village of Palmetto Bay</i>	*		
Signage Rights <i>(*Banners must be provided by sponsor. Maximum size is 3 x 10)</i>	*(2)		
On-Screen Movie Advertising (Slides)	*(5)	*(3)	*(1)
Public Recognition (Onsite Announcement)	*(3)	*(2)	*(1)

Event Name: Run, Walk, & Stroll 2K

Description: VOICES FOR CEREBRAL PALSY a/k/a Samantha's Purpose (www.samathapurpose.org) is a 501(c) (3) not-for-profit charitable organization. Their mission is to increase awareness and understanding of Cerebral Palsy, by bringing families, community members and children of all abilities together. The Village of Palmetto Bay is proud to host a day of awareness and the Samantha's Purpose 2018 Fun Run, Walk & Stroll 2K for Cerebral Palsy at Coral Reef Park. *A portion of all proceeds from this event will be used to fund programs that are fully inclusive and support those living with cerebral palsy.*

Location: Coral Reef Park

- **Date: March 1, 2020**
- **Event Time: 10:00am – 12:00pm**
- **Estimated Attendance: 500**
- **Audience: Families/Children**
- **Kind of Sponsorship:**
 - **Cash**
 - **In-Kind**
 - **Breakfast Sponsor (1 Spot) – 500 People**
 - **Awards Sponsor (1 Spot) - \$500**
 - **10-15 Minute Warm-Up Demonstration Sponsor (1 Spot)**
 - **Water Sponsor: Minimum of 1,200 water bottles (1 Spot)**

**Advertising and Exposure Facts:**

- **Flyers Distributed: 5,000 to area schools**
- **Subscribers Receiving Email Blasts: 4,000**
- **Social Media Subscribers (Facebook, YouTube, Twitter): 4,000**
- **Government Access TV: WBAY-broadcasted on ATT U-Verse Channel 99 & Comcast Channel 77 (reaches 75% of homes in Palmetto Bay)**
- **Monthly City Website Hits (Average): 10,000**

Application Due: January 26, 2020

Levels: Level 1 \$1,000 | Level 2 \$750 | Level 3 \$500 | Level 4 \$350

Sponsorship Benefit Packages are flexible and negotiable

Monetary/Cash Sponsorship Benefits	Level 1 (\$1,000)	Level 2 (\$750)	Level 3 (\$500)	Level 4 (\$350)
Pre-Event Benefits				
Inclusion in Community Newspaper	*	*		
Inclusion in Event Flyer <i>(Distributed to Local Schools, Businesses, Parks, and featured on City Website/Social Media/Email Blasts)</i>	*	*	*	*
Day of Event Benefits				
Onsite marketing rights for sampling & advertisement <i>10' x 10' space for tent, 6' table, 2 chairs - provided by the Village of Palmetto Bay – limited number available (first come, first served)</i>	*	*		
Logo Included on Registrant T-Shirts	*	*		
Business/Family Name Included on Registrant T-Shirts			*	*
Logo on Start/Finish Line Decal	*	*		
Business/Family Name on Start/Finish Line Decal			*	*
Race Registrations for the 2k	*(6)	*(4)	*(3)	*(2)
Signage Rights <i>Banners must be provided by sponsor. Maximum size is 3' x 10'</i>	*(3)	*(2)	*(1)	
Public Recognition (Onsite Announcement)	*(3)	*(2)	*(1)	*(1)

In-Kind or Specific Sponsorship Opportunities	Price
T-Shirt Sponsor* Imagine your business logo and/or name highlighted as the "T-Shirt Sponsor" at the top center of the back of every event t-shirt. All registrants and event volunteers receive a t-shirt. Sponsor to receive Level 1 Sponsor benefit, plus an additional six (6) race registrations. <i>*DEADLINE FOR THIS SPONSORSHIP IS 1/10/2020 – NO EXCEPTIONS.</i>	\$ 2,000
Finish Medals* Your business name and/or logo will appear on the ribbon of the finish medals that will be handed out to each participant at the finish line. Sponsor to receive Level 1 Sponsor benefit. <i>*DEADLINE FOR THIS SPONSORSHIP IS 12/1/2019 – NO EXCEPTIONS.</i>	\$ 1,250
Water Bottle Sponsor* Business logo and/or name will appear on the reusable Water Bottles. Water bottles will be provided to every registrant and event volunteers. Sponsor to receive Level 1 Sponsor benefit. <i>*DEADLINE FOR THIS SPONSORSHIP IS 1/30/2020 – NO EXCEPTIONS.</i>	\$ 1,000
Event Drawstring Bag Sponsor* Your business name and/or logo will appear on the reusable Drawstring bags that will be provided to every registrant and event volunteers. This sponsor will receive benefits of a Level 1 Sponsor. <i>*DEADLINE FOR THIS SPONSORSHIP IS 1/30/2020 – NO EXCEPTIONS.</i>	\$ 1,000
Breakfast Sponsor Your business name and/or logo will be prominently displayed at the table where coffee, café con leche and other breakfast items are being handed out prior to the race. This sponsor will receive benefits of a Level 3 Sponsor.	\$ 600

In-Kind or Specific Sponsorship Opportunities	Price
<p>Inflatable Start/Finish Line Your business name will appear at the start/finish line. Your sponsorship will be seen by all who attend this event and those just within the park at the time of the event. This sponsor will receive benefits of a Level 3 Sponsor.</p>	\$ 600
<p>Photographer Sponsor Your business name will appear at the start/finish line. Your sponsorship will be seen by all who attend this event and those just within the park at the time of the event. This sponsor will receive benefits of a Level 3 Sponsor.</p>	\$ 500
<p>D.J. Sponsor Your business name and/or logo (depends on printing specs) will appear on a sign at the DJ area. We will provide the DJ with a 10 x 10 tent and one (1) 6' table. Your sponsorship will be seen and heard by all who attend this event and those just within the park at the time of the event. This sponsor will receive benefits of a Level 3 Sponsor.</p>	\$ 500
<p>Photo Booth Sponsor Your business name and/or logo (depends on printing specs) will appear on the photos printed at the event. This sponsor will receive benefits of a Level 2 Sponsor.</p>	\$ 750
<p>Face Painter & Balloon Artist Sponsor Your business name and/or logo will appear on a sign at the Face Painting and Balloon Art Tent. Your sponsorship will be seen by all who attend this event and those just within the park at the time of the event. This sponsor will receive benefits of a Level 3 Sponsor.</p>	\$ 550
<p>Water Station Sponsors (only 3 available) Your business name and/or logo will appear on a sign at one of the three water stations set up along the 2K route. Your sponsorship will be seen by all who attend this event and those just within the park at the time of the event.</p>	\$ 150
<p>Sponsor a Family Your business name or family name will appear on a 16" x 20" sign at the registration tent as one of the sponsors that made it possible for the immediate family of a child (or adult) with Cerebral Palsy or any other special need, to participate in the event at no charge. This sponsor will also receive the benefits of a Level 3 Sponsor.</p>	\$200

Event Name: Annual Picnic Celebration

Description: Considered the Village’s signature community event, this is how the proud people of Palmetto Bay celebrate the warm and friendly spirit of their small town. Residents and guests are invited to Coral Reef Park for an afternoon of fun and food with Mayor Flinn to commemorate Palmetto Bay’s incorporation as a municipality in 2002.

- **Location:** Coral Reef Park
- **Date:** March 7, 2020
- **Event Time:** 11:00am - 2:00pm
- **Estimated Attendance:** 3,500-4,000
- **Audience:** Families/All Ages
- **Kind of Sponsorship:** Cash



Advertising and Exposure Facts:

- **Flyers Distributed:** 4,000 to area schools
- **Subscribers Receiving Email Blasts:** 4,000
- **Social Media Subscribers (Facebook, YouTube, Twitter):** 4,000
- **Government Access TV:** WBAY-broadcasted on ATT U-Verse Channel 99 & Comcast Channel 77 (reaches 75% of homes in Palmetto Bay)
- **Monthly City Website Hits (Average):** 10,000

Application Due: February 18, 2020

Levels: Level 1 \$1,500 | Level 2 \$750 | Level 3 \$500

Sponsorship Benefit Packages are flexible and negotiable

Sponsorship Benefit Packages	Level 1 (\$1,500)	Level 2 (\$750)	Level 3 (\$500)
Pre-Event Benefits			
Inclusion in Community Newspaper	*	*	
Inclusion in Event Flyer <i>(Distributed to Local Schools, Businesses, Parks, and featured on City Website/Social Media/Email Blasts)</i>	*	*	*
Day of Event Benefits			
Onsite marketing rights for sampling and advertisement <i>Tent (10' x 10'), table and (2) chairs provided by the Village of Palmetto Bay</i>	*		
Signage Rights <i>(*Banners must be provided by sponsor. Maximum size is 3 x 10)</i>	*(2)		
Public Recognition (Onsite Announcement)	*(3)	*(2)	*(1)



Annual Village Picnic Celebration

Thank you for considering sponsorship at the Annual Celebration Picnic!

Your contribution will be acknowledged with on-site signage next to the item you choose below.

Your brand/logo will also be acknowledged on all event-related marketing efforts, including social media, website and the Village's government access channel WBAY



Giant Ferris Wheel
\$5,000



Hot Dogs
\$1,500



Roasted Corn
\$1,500



Pizza
\$1,500



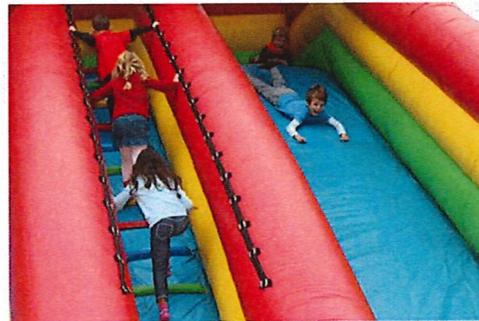
Doughnuts
\$500



Pop Corn
\$500



Sodas
\$500



RIDES! RIDES! RIDES!

Bring smiles to children at the picnic by sponsoring one of our bounce houses or rides!

\$750 Each



Stilt Walkers (2)
\$500



Face Painting (1)
\$500



Water
\$500

Event Name: The American Cancer Society's Relay for Life

Description: Join the Village of Palmetto Bay in the fight against cancer. This event will honor cancer survivors, remember loved ones lost, and fight back against a disease that has already taken too much. The funds raised will go directly towards the fight against cancer.

- **Location:** Coral Reef Park
- **Date:** March 14, 2020
- **Event Time:** 2:00pm – 9:00pm
- **Estimated Attendance:** 500
- **Audience:** Families/Children
- **Kind of Sponsorship:**
 - Cash
 - In-Kind



Advertising and Exposure Facts:

- **Flyers Distributed:** 5,000 to area schools
- **Subscribers Receiving Email Blasts:** 4,000
- **Social Media Subscribers (Facebook, YouTube, Twitter):** 4,000
- **Government Access TV:** WBAY-broadcasted on ATT U-Verse Channel 99 & Comcast Channel 77 (reaches 75% of homes in Palmetto Bay)
- **Monthly City Website Hits (Average):** 10,000

Application Due: February 15, 2020

Levels: Level 1 \$2,500 | Level 2 \$1,500 | Level 3 \$500

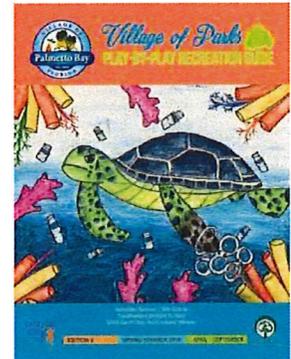
Sponsorship Benefit Packages are flexible and negotiable

Sponsorship Benefit Packages	Level 1 (\$2,500)	Level 2 (\$1,500)	Level 3 (\$500)
Pre-Event Benefits			
Inclusion in Community Newspaper	*	*	
Inclusion in Event Flyer <i>(Distributed to Local Schools, Businesses, Parks, and featured on City Website/Social Media/Email Blasts)</i>	*	*	*
Day of Event Benefits			
Onsite marketing rights for sampling and advertisement <i>Tent (10' x 10'), table and (2) chairs provided by the Village of Palmetto Bay</i>	*		
Signage Rights <i>(*Banners must be provided by sponsor. Maximum size is 3 x 10)</i>	*(2)	*(1)	
Logo Included on Registrant T-Shirts	*	*	
Logo on Start/Finish Line Decal	*	*	
Public Recognition (Onsite Announcement)	*(3)	*(2)	*(1)

Earth Week Series of Events/Activities

Event Name: Tree Planting – Earth Day Art Contest

Description: Middle School students in area schools are invited to participate in an art contest, depicting a given an Earth Day theme. A judging panel composed of the Village of Palmetto Bay Tree Advisory Board votes to determine the winning artwork and that student, along with their classmates will participate in an tree planting ceremony with the Village Mayor Council. The winning artwork will also be printed on the front cover of the Park’s Department quarterly recreation publication- winter edition of the *e-Play-by-Play Recreation Guide*



- **Location:** TBD – Winning School
- **Contest Opens-** January 6, 2020
- **Deadline Date:** February 28, 2020
- **Event Time:** TBD – during school hours
- **Estimated Attendance:** 800
- **Audience:** Middle School Students
- **Kind of Sponsorship:** Cash or Product for student prizes and an ice cream party for winning student(s)

Event Name: “Shade Palmetto Bay” Tree Giveaway

Description: Palmetto Bay residents can stop by Ludovici Park and pick up a free tree (one tree per residence).

- **Location:** Ludovici Park
- **Date:** April 18, 2020
- **Time:** 8:00am – 11:00am
- **Estimated Attendance:** 250
- **Audience:** Families
- **Kind of Sponsorship:** Cash and Product; Tree Donations



Event Name: Baynanza Clean-up

Description: The Village of Palmetto Bay, in partnership with the Miami-Dade County Regulatory and Economic Resources Department brings Baynanza. Baynanza is a celebration of Biscayne Bay and its significance as one of our most important ecological systems in South Florida. While Baynanza includes more than 25 great events spanning over five weeks throughout March and April, the Biscayne Bay Cleanup Day event has become nearly synonymous with this celebration.

- **Location:** Thalatta Estate Park
- **Date:** April 18, 2020
- **Time:** 9am-12pm
- **Estimated Attendance:** 100
- **Audience:** Families
- **Kind of Sponsorship:** Cash



Event Name: Earth Day Movie Night

Description: An eco-related film will be shown under the stars at Coral Reef Park. Residents and guests are encouraged to arrive early to take part in the Lady Bug Release just prior to sunset and the start of the movie.

- **Location:** Coral Reef Park
- **Date:** April 17, 2020
- **Time:** 8:00pm – 10:00pm
- **Estimated Attendance:** 1,500
- **Audience:** Families/Children
- **Kind of Sponsorship:** Cash



Advertising and Exposure Facts:

- **Flyers Distributed:** 5,000 to area schools
- **Subscribers Receiving Email Blasts:** 4,000
- **Social Media Subscribers (Facebook, YouTube, Twitter):** 4,000
- **Government Access TV:** WBAY-broadcasted on ATT U-Verse Channel 99 & Comcast Channel 77 (reaches 75% of homes in Palmetto Bay)
- **Monthly City Website Hits (Average):** 10,000

Application Due: March 15, 2020

Levels: Level 1 \$1,500 | Level 2 \$750 | Level 3 \$500

Sponsorship Benefit Packages are flexible and negotiable

Sponsorship Benefit Packages	Level 1 (\$1,500)	Level 2 (\$750)	Level 3 (\$500)
Pre-Event Benefits			
Inclusion in Community Newspaper	*	*	
Inclusion in Event Flyer <i>(Distributed to Local Schools, Businesses, Parks, and featured on City Website/Social Media/Email Blasts)</i>	*	*	*
Day of Event Benefits			
Onsite marketing rights for sampling and advertisement <i>Tent (10' x 10'), table and (2) chairs provided by the Village of Palmetto Bay</i>	*		
Signage Rights <i>(*Banners must be provided by sponsor. Maximum size is 3 x 10)</i>	*(2)		
On-Screen Movie Advertising (Slides)	*(5)	*(3)	*(1)
Public Recognition (Onsite Announcement)	*(3)	*(2)	*(1)

Event Name: Independence Day Celebration

Description: Experience a fun filled Independence Day Celebration in Downtown Palmetto Bay, including a large variety of food & beverage vendors, live music and dancing, a Fun Zone for kids and a spectacular firework show for everyone! Remember to bring your lawn chairs and picnic blankets.

- Location: Village Hall
- Date: July 4, 2020
- Event Time: 6:00pm – 9:00pm
- Estimated Attendance: 6,000
- Audience: Families
- Kind of Sponsorship: Cash

**Advertising and Exposure Facts:**

- Flyers Distributed: 5,000 to area schools
- Subscribers Receiving Email Blasts: 4,000
- Social Media Subscribers (Facebook, YouTube, Twitter): 4,000
- Government Access TV: WBAY-broadcasted on ATT U-Verse Channel 99 & Comcast Channel 77 (reaches 75% of homes in Palmetto Bay)
- Monthly City Website Hits (Average): 10,000

Application Due: May 24, 2020

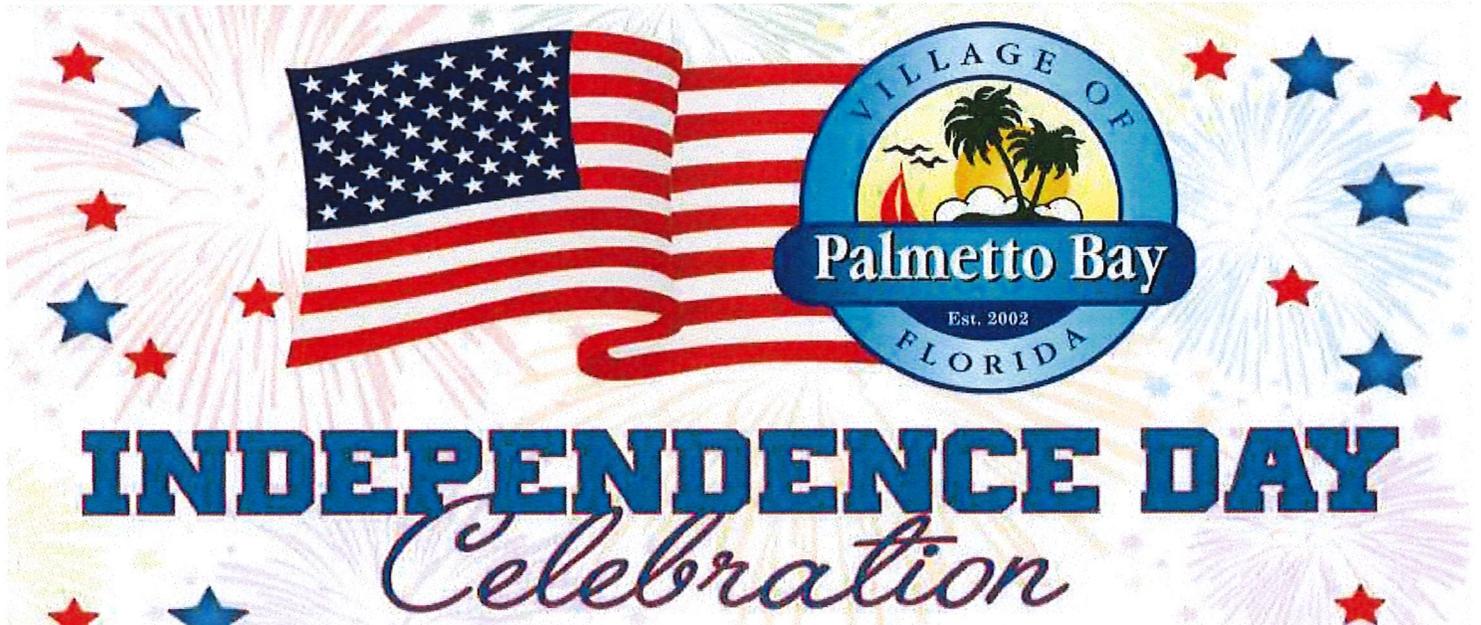
Levels: Red Level \$5,000 | White Level \$2,500 | Blue Level \$1,000 | Sparkler Level \$500

Sponsorship Benefit Packages are flexible and negotiable

See benefits on next page

Independence Day Celebration-Sponsorship Opportunities

RED LEVEL Level \$5,000	WHITE LEVEL \$2,500	BLUE LEVEL \$1000	SPARKLER LEVEL \$500
Prominent Logo presence on event advertisement postcard-5x7 (deadline for artwork-May 26th)	Prominent Logo presence on event advertisement postcard-5x7 (deadline for artwork-May 26th)	Prominent Logo presence on event advertisement postcard-5x7 (deadline for artwork-May 26th)	
Prominent Logo presence on Village-wide poster and flyer distribution	Prominent Logo presence on Village-wide poster and flyer distribution	Prominent Logo presence on Village-wide poster and flyer distribution	
Sponsor logo on dedicated event slide to air 4X day on Village government access channel WBAY	Thank you graphic to air 2X day on Village government access channel WBAY		
Access to hospitality tent (10X10) with lounge furniture & prime viewing location (drinks & light appetizers providers)-10 VIP	Access to hospitality tent (10X10) with lounge furniture & prime viewing location (drinks & light appetizers providers)-5 VIP		
Opportunity to set up booth and provide branded giveaways and info on event day	Opportunity to set up booth and provide branded giveaways and info on event day	Opportunity to set up booth and provide branded giveaways and info on event day	Opportunity to set up booth and provide branded giveaways and info on event day
Social Media Recognition/Mention - Facebook, e-currents, Village Website	Social Media Recognition/Mention - Facebook, e-currents (digital newsletter), Village Website	Social Media Recognition/Mention - Facebook, e-currents (digital newsletter), Village Website	
Active logo link to sponsor webpage featured on Village Website and through e-newsletter			
(2) VIP Parking Passes			
Village of Palmetto Bay -Award of Appreciation	Village of Palmetto Bay-Certificate of Appreciation	Village of Palmetto Bay-Certificate of Appreciation	
Company Banner presence in front of the stage (** banner provided by company) 3X10 banner			
Verbal Acknowledgment - during event by MC and Mayor	Verbal Acknowledgment - during event by MC and Mayor	Verbal Acknowledgment - during event by MC and Mayor	



Movie Nights

Event Name: Halloween Trunk – or – Treat Movie Night

Description: The Village of Palmetto Bay hosts a safe and fun alternative to trick-or-treating in the streets -- by offering a frighteningly fabulous Halloween Movie Night Celebration at Coral Reef Park. So get your scary costume and crazy wig on, as dozens of community partners join with Palmetto Bay's elected officials to hand out candy and stickers for trick-or-treaters.

- **Location:** Coral Reef Park
- **Date:** October 26, 2019
- **Event Time:** 5:30pm – 9:00pm
- **Estimated Attendance:** 1,500
- **Audience:** Families/Children
- **Kind of Sponsorship:** Cash and Product



Event Name: Earth Week Movie Night

Description: The Village of Palmetto Bay hosts an Earth Week Movie Night where an eco-related film will be shown under the stars at Coral Reef Park. Residents and guests are encouraged to arrive early to take part in the Lady Bug Release just prior to sunset and the start of the movie.

- **Location:** Coral Reef Park
- **Date:** April 17, 2020
- **Time:** 8:00pm – 10:00pm
- **Estimated Attendance:** 1,500
- **Audience:** Families/Children
- **Kind of Sponsorship:** Cash



Advertising and Exposure Facts:

- **Flyers Distributed:** 5,000 to area schools
- **Subscribers Receiving Email Blasts:** 4,000
- **Social Media Subscribers (Facebook, YouTube, Twitter):** 4,000
- **Government Access TV:** WBAY-broadcasted on ATT U-Verse Channel 99 & Comcast Channel 77 (reaches 75% of homes in Palmetto Bay)
- **Monthly City Website Hits (Average):** 10,000

Application Due: _____

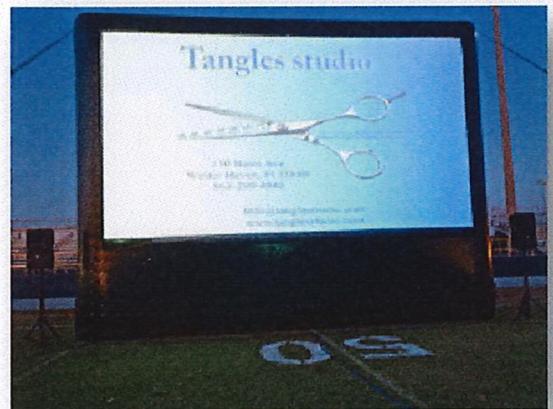
Levels: Movie Sponsor \$350 | Level 1 \$200 | Level 2 \$100 | Level 3 \$50

Sponsorship Benefit Packages are flexible and negotiable

Sponsorship Benefit Packages	Movie Sponsor (\$500)	Level 1 (\$250)	Level 2 (\$150)	Level 3 (\$50)
Pre-Event Benefits				
Inclusion in Community Newspaper	*	*	*	
Inclusion in Event Flyer <i>(Distributed to Local Schools, Businesses, Parks, and featured on City Website/Social Media/Email Blasts)</i>	*	*	*	*
Day of Event Benefits				
Onsite marketing rights for sampling and advertisement <i>Tent (10' x 10'), table and (2) chairs provided by the Village of Palmetto Bay</i>	*	*		
Signage Rights <i>(*Banners must be provided by sponsor. Maximum size is 3 x 10)</i>	*(4)	*(2)		
On-Screen Movie Advertising (Slides)	*(4)	*(3)	*(2)	*(1)
Public Recognition (Onsite Announcement)	*(4)	*(3)	*(2)	*(1)

Submission Requirements/Specifications

AD: For optimal AD displaying the best on giant screens, please follow the template for **WIDE SCREEN (16:9)**. It is best to set-up your AD design using dimensions of a PowerPoint Slide. Refrain from using small type as indicated on the template to the right. **Black backgrounds and white bold text are the best for nighttime viewing...think of the credits after a movie.** The template we include is matched to the screen ratio we'll have for the movie night. JPEG, TIFF, PDF, & PNG are accepted formats but, the **preferred format is JPEG**. Please also make sure the file is **larger than 100KB and less than 5MB**. If images were copied and pasted from the internet, they most likely will not be large enough. If it is the only option to copy and paste, please note that the image **WILL be** pixelated and blurry. **JPEG is preferred.**



PSA: Company will provide the commercial **.mov file** format on a jump drive and it must play in any regular DVD player. It's a good idea to try it out using a home DVD player and TV prior to submittal for movie night. Computer files saved onto a DVD such as windows media videos, iTunes videos, etc. can't be played. **The PSA will only play once before the movie, just like at the theaters.**

Sponsorship Application



Please complete sponsorship contribution(s) below

Sponsorship Type	Category Description	Amount
Cash		
*Product		
*In-Kind Donations/Services		

Total Consideration: \$ _____

** Please indicate quantities and value. In-kind donations may include, but not limited to: *gift certificates, prizes, valet services, volunteers, etc.*

To confirm your participation complete this form and return to:

events@palmettobay-fl.gov

Name of Company _____

Contact Name _____

Contact Phone Number _____

Contact Fax Number _____

Contact Email Address _____

** If an invoice is required for payment, please send a request to: events@palmettobay-fl.gov

Deadline: _____

****Please email AD/ PSA formats to events@palmettobay-fl.gov**

