Town of Fort Myers Beach
Agenda Item Summary

Green Sheet Number: 2013-45

1. Discussion Objective:

Work Session Date: October 21, 2013

To provide and discuss a final draft of Event Sponsorships in the Time Square Area.

2. Submitter of Information:

__ Council
_X_ Town Staff (Randy Norton, Acting Parks and Recreation Director)
___Town Attorney

3. Estimated Time for this item:

15 minutes

5. Background:

This is a follow up to the original sponsorship discussion with additional suggestions for product display.

Town Manager	Town Attorney	Finance Director	Public Works Director	Community Development Director	Parks & Recreation Director	Town Clerk
					R.N.	

Fort Myers Beach Parks and Recreation

Sponsorship Levels & Benefits

Public, Private or corporate sponsorship donations and contributions are encouraged and welcomed.
*Each Sponsorship Level amount applies to ONE Parks and Recreation Special Event

Friend: **Sponsorship Amount** **$500**

- Business listed on event activities signage
- Business listed as sponsor on all press releases

Supporter: **Sponsorship Amount** **$1,000**

- Business listed on event activities signage
- Business listed as sponsor on all press releases
- Acknowledgement to event attendees by event emcee

Bronze: **Sponsorship Amount** **$2,500**

- Business listed on event activities signage
- Business listed as sponsor on all press releases
- Acknowledgement to event attendees by event emcee
- Reserved Display area at sponsored event
- Business listed in upcoming Parks and Recreation Department newsletter and program guide

Silver: **Sponsorship Amount** **$5,000**

- Business listed on event activities signage
- Business listed as sponsor on all press releases
- Acknowledgement to event attendees by event emcee
- Reserved Display area at sponsored event
- Business listed in upcoming Parks and Recreation Department newsletter and program guide
- Business logo included on Parks and Recreation Special Events on the Town's Website

Gold: **Sponsorship Amount** **$10,000**

- Business listed on event activities signage
- Business listed as sponsor on all press releases
- Acknowledgement to event attendees by event emcee
- Reserved Display area at sponsored event
- Business listed in upcoming Parks and Recreation Department newsletter and program guide
- Business logo included on Parks and Recreation Special Events on the Town's Website
- Business listed as sponsor on all Town's Radio Station 2 weeks leading up to the event
- 100 sq. ft. Reserved Area in Times Square that can be used for Product Display, Event tent, or a combination of both for the day of the event.
- 2 Valet VIP parking passes to the event

Fort Myers Beach Parks and Recreation

Sponsorship Levels & Benefits

Platinum: **Sponsorship Amount** **$20,000**

- Business listed on event activities signage
- Business listed as sponsor on all press releases
- Acknowledgement to event attendees by event emcee
- Reserved Display area at sponsored event
- Business listed in upcoming Parks and Recreation Department newsletter and program guide
- Business logo included on Parks and Recreation Special Events on the Town's Website
- Business listed as sponsor on all Town's Radio Station 2 weeks leading up to the event
- Sponsorship Banner on event stage
- 150 sq. ft. Reserved Area in Times Square that can be used for Product Display, Event tent, or a combination of both for up to 6 days surrounding the event.
- 3 Valet VIP parking passes to the event

Title: **Sponsorship Amount** **$30,000**

- Business listed on event activities signage
- Business listed as sponsor on all press releases
- Acknowledgement of main Sponsor to event attendees by event emcee
- Reserved Display area at sponsored event
- Business listed in upcoming Parks and Recreation Department newsletter and program guide
- Business logo included on Parks and Recreation Special Events on the Town's Website
- Business listed as sponsor on all Town's Radio Station 2 weeks leading up to the event
- Sponsorship Banner on event stage
- 200 sq. ft. Reserved Area in Times Square that can be used for Product Display, Event tent, or a combination of both for up to 10 days surrounding the event.
- Exclusive Rights to Product Display
- 5 Valet VIP parking passes to the event
- Business shares in event name of established large-scale Special Event with the Town.

Parks and Recreation Special Event Sponsorship Intent

☐ Yes, We are interested in becoming an Event Sponsor!

Please specify AMOUNT and Event (s)_____

Name of Organization or Business:_____ Contact name:_____

Mailing Address:_____

City:_____ State:_____ Zip:_____

Phone (business):_____ Cell:_____ Email:_____

Town of Fort Myers Beach Parks and Recreation Department (239)765-4222 www.fortmyersbeachfl.gov