Town of Fort Myers Beach
Agenda Item Summary

Blue Sheet Number: **2013-123**

1. Requested Motion:
Motion to approve the Event Sponsorship Package

Meeting Date: October 21, 2013

Why the action is necessary:

To set forth the guidelines and benefits of potential Sponsors for Town Events

What the action accomplishes:

2. Agenda:

_ Consent
X Administrative

3. Requirement/Purpose:

_ Resolution
_ Ordinance
X Other

4. Submitter of Information:

_ Council
X Town Staff
_ Town Attorney

5. Background:

The Event Sponsorship will allow the Town staff to seek a sponsor to offset the costs of major costly events.

Attachments:
Purposed Event Sponsorship Packages

6. Alternative Action:
None

7. Management Recommendations:
Approve Event Sponsorship Package as presented

8. Recommended Approval:

Town Manager	Town Attorney	Finance Director	Public Works Director	Community Development Director	Parks & Recreation Director	Town Clerk
					RN	

9. Council Action:

_ Approved _ Denied _Deferred _Other

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