



Sponsorship Opportunities: Earth Day Festival April 14, 2012

Prepared by:
City of Sunrise
Office of Marketing & Communications
10610 West Oakland Park Boulevard
Sunrise, Florida 33351
(954) 747-4600

Earth Day Festival 2012

Sponsorship Opportunities

The Event

The City will host its fourth annual Earth Day Festival on Saturday, April 14, 2012, from 10:00 a.m. to 4:00 p.m. This free event will be held at Sawgrass Sanctuary, a 20-acre park just east of Weston Road, near the junction of I-595, I-75 and the Sawgrass Expressway. The park is easily accessible from all of western Broward - enabling the Earth Day Festival to attract visitors from Sunrise, Weston, Southwest Ranches, Davie, Plantation and beyond.

The 2012 Earth Day Festival will feature children's activities, a farmers' market, giveaways, handcrafted goods, food and beverage vendors, and resources for greener living. There will also be live music all day on the event's main stage.

The Benefits of Sponsorship

Festival sponsorship enables businesses to reach thousands of eco-conscious Broward families. Generate product/service sales and awareness while supporting a popular event. Sponsorship packages include:

Entertainment Sponsor - \$5,000

ON-SITE EXPOSURE:

- Company logo prominently displayed on stage.
- Public announcements throughout the day to recognize Entertainment Sponsorship.
- Festival booth space (10' x 10') for information distribution and product sales or sampling.

ADVERTISING/PROMOTION:

Identification as Entertainment Sponsor in promotional materials, including:

- The City's Web site - www.sunrisefl.gov.

- Opt-in e-mail blasts to more than 4,000 Sunrise residents.
- Posts on Twitter and Facebook.
- One issue of the City's "Horizons" recreation catalog: 33,500 copies direct mailed to Sunrise households, 2,500 copies distributed at City facilities. *To receive this benefit, a sponsorship commitment must be made no later than February 10, 2012.*
- Multiple print advertisements, including placements in such publications as the Sun-Sentinel and South Florida Parenting. *Number of ads dependent upon date of sponsorship agreement.*

HOSPITALITY:

- Four VIP parking passes

Kids' Korner Sponsor - \$3,500

ON-SITE EXPOSURE:

- Logo ID flags at Kids' Korner entrance.
- Public announcements throughout the day to recognize Kids' Korner Sponsorship.
- Festival booth space (10' x 10') for information distribution and product sales or sampling.

ADVERTISING/PROMOTION:

Identification as Kids' Korner Sponsor in promotional materials, including:

- The City's Web site - www.sunrisefl.gov.
- Opt-in e-mail blasts to more than 4,000 Sunrise residents.
- Posts on Twitter and Facebook.
- One issue of the City's "Horizons" recreation catalog: 33,500 copies direct mailed to Sunrise households, 2,500 copies distributed at City

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facilities. *To receive this benefit, a sponsorship commitment must be made no later than February 10, 2012.*

- Multiple print advertisements, including placements in such publications as the Sun-Sentinel and South Florida Parenting. *Number of ads dependent upon date of sponsorship agreement.*

HOSPITALITY:

- Two VIP parking passes.

Healthy Living Sponsor - \$1,500

ON-SITE EXPOSURE:

- Public announcements throughout the day to recognize Healthy Living Sponsorship.
- Festival booth space (10' x 10') for information distribution and product sales or sampling.

ADVERTISING/PROMOTION:

Identification as Healthy Living Sponsor in select promotional materials, including:

- The City's Web site - www.sunrisefl.gov.
- Opt-in e-mail blasts to more than 4,000 Sunrise residents.
- Posts on Twitter and Facebook.
- Multiple print advertisements, including placements in such publications as the Sun-Sentinel and South Florida Parenting. *Number of ads dependent upon date of sponsorship agreement.*

HOSPITALITY:

- Two VIP parking passes.

Sawgrass Sponsor - \$500

ON-SITE EXPOSURE:

- Public announcements throughout the day to recognize Sawgrass Sponsorship.
- Festival booth space (10' x 10') for information distribution and product sales or sampling.

ADVERTISING/PROMOTION:

Identification as Sawgrass Sponsor in select promotional materials, including:

- The City's Web site - www.sunrisefl.gov.

HOSPITALITY:

- One VIP parking pass.

Additional Sponsorship Packages

A sponsorship package can be tailored to meet your organization's marketing needs. For more information, contact Sady Diaz at (954) 747-4662 or sdiaz@sunrisefl.gov.