

# Sponsorship Package Opportunities

## **Stage Sponsor \$10,000**

- Recognized as a Mainstage Sponsor with logo on website, all media advertisements and marketing materials.
- Naming rights to the Stage
- Placement of eight (8) of your company banners in front of the stage and around festival.
- Twenty (20) food tickets and access to the VIP Tent.
- Eight (8) VIP parking tickets
- 10'x 10' sponsor booth placed with tent at festival.
- Opportunity to make 4 stage announcements during the event.
- Sponsorship gifts to include; six (6) Meet and Greet passes and one (1) signed band photo.

## **Grand Champion Sponsor \$5,000**

- Recognized as Premier Sponsor with logo on website, all media advertisements, and marketing material.
- Naming rights to the Rodeo field
- Strategic placement of four (4) of your banners around the rodeo
- Ten (10) food tickets and access to the VIP Tent.
- Six (6) VIP parking tickets
- 10'x 10' sponsor booth with tent at festival
- Recognized during public stage announcements.
- Sponsorship gifts to include; four (4) Meet and Greet passes and one (1) signed band photo.

## **BBQ Secret Recipe Sponsor \$3,000**

- Recognized as a Premier Sponsor with logo on website, all media advertisements, and marketing materials
- Naming rights to the VIP Tent and BBQ award ceremony
- Placement of two (2) of your banners around VIP Tent.
- Six (6) food tickets and access to the VIP Tent
- Four (4) VIP Parking tickets.
- 10'x10' sponsor booth with tent at festival
- Recognized during public stage announcements
- Sponsorship gifts to include; two (2) Meet and Greet passes and one (1) signed band photo.

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## **Play Zone Sponsor \$2,000.00**

- Recognized as a Select Sponsor with your logo on website, media advertisements, and marketing materials.
- Naming rights to the Play Zone
- Placement of two (2) of your banners around Play Zone.
- Four (4) food tickets and access to the VIP Tent.
- 10'x10' space onsite during festival

## **Blue Ribbon Sponsor \$1,000.00**

- Recognized as a Select Sponsor with logo on website, media advertisements, and marketing materials.
- Placement of one (1) of your banners around festival
- Two (2) food tickets and access to the VIP Tent
- 10'x 10' space at event for promotion

## **Red Ribbon Sponsor \$500.00**

- Recognized as a Power Sponsor with logo on website.
- Two (2) food tickets and access to the VIP Tent.
- 10' x 10' space at event for promotion

## **Yellow Sponsor \$250.00**

- Recognized as Power Sponsor on website
- Sponsor named during award ceremony
- Two (2) food tickets and access to the VIP Tent

## Sponsorship media presence breaks down in the following:

### Pinellas BBQ Cook-Off & Rodeo

#### Media Buys:

- The Tampa Bay Times was a partner in last year's advertising:
  - Print Circulation average of roughly 1,150,000 Households
- Inserts in Beacon (22,000 Households)
- Benches around town (5,394,900 Drive-bys)
- 1,136,400 NET REACH Radio Advertising on
  - 108 Commercial Spots over a 3 week time period
- Listed Billboards; average 284,425 drive-bys daily
- Electronic Signs (200,000 drive-bys daily)

#### Social Media:

- 7,796+ Facebook Likes (Daily we reach over 24,000 a week)
- 474+ Twitter Followers (Daily we reach over 5,214)
- Event Boosts will be purchased through Facebook

#### Website:

- 6,000+ website visits leading up to event

*Note this does not include any organic media mentions, such as newscasts, newspaper articles, etc.*

I, the undersigned, hereby agree to sponsor the Annual Country in the Park as indicated below.

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

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_

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

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

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

### CHECK YOUR CORPORATE SPONSORSHIP LEVEL

- |  |   |
|--|---|
| <input type="checkbox"/> Mainstage Sponsor - \$10,000        | <input type="checkbox"/> Grand Champion Sponsor - \$5,000 |
| <input type="checkbox"/> BBQ Secret Recipe Sponsor - \$3,000 | <input type="checkbox"/> Play Zone Sponsor - \$2,000      |
| <input type="checkbox"/> Blue Ribbon Sponsor - \$1,000       | <input type="checkbox"/> Red Ribbon Sponsor - \$500       |
| <input type="checkbox"/> Yellow Sponsor - \$250.00           |   |

\*E-mail a copy of your business Logo & Web link information to: [proberts@pinellas-park.com](mailto:proberts@pinellas-park.com)

Sponsorship Amount Enclosed \$ \_\_\_\_\_

Signature: \_\_\_\_\_

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

Date: \_\_\_\_\_

Make checks payable to City of Pinellas Park and mail this form along with your contribution to: City of Pinellas Park: Park Station Attn: Pam Roberts, 5851 Park Blvd Pinellas Park, FL 33781 The City of Pinellas Park or the BBQ Cook-Off & Rodeo event assumes NO liability for damage to sponsor's' property or for any injury to someone working for the sponsor at the event. The sponsor assumes all liability for any damages to sponsor's' property or for any injury to a person working for the sponsor during the event. Sponsor and all parties related to said sponsor agree to abide by all rules and regulations of the event. Any violation of rules or policies of the City of Pinellas Park, or the BBQ Cook-Off & Rodeo event, could result in removal of sponsor from the event. Upon execution of this agreement all fees are non-refundable. No refunds will be made in case of rain or other natural disaster.