



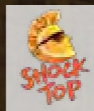
MY HOMETOWN FEST

SPONSORSHIP PACKET 2024



SATURDAY, MARCH 30, 2024
NOON — 5 PM

NATHAN BENDERSON PARK
5851 Nathan Benderson Circle
Sarasota, FL 34235



Proud Supporter of My Hometown Fest





★ ★ WELCOME ★ ★

We invite you to help us celebrate the sights, sounds and tastes of hometowns across the USA as Sertoma Club of Greater Sarasota presents its 9th Annual My Hometown Fest on Saturday, March 30, 2024, at Nathan Benderson Park in Sarasota.

This annual event draws thousands of people to Nathan Benderson Park to enjoy craft beer and spirits, regional foods and music with ALL proceeds supporting area children with speech and language needs. Don't miss this incredible opportunity to promote your business while serving a great cause!

Sponsor Benefits

As a sponsor for My Hometown Fest, here are some of the benefits you can expect to gain for your business or organization:

- ★ Exposure to thousands of attendees from the Sarasota, Manatee and Lakewood Ranch markets
- ★ Prominent placement in all marketing materials for the event (as described for various sponsorship levels)
- ★ Extensive social media exposure via our Facebook, Twitter and Instagram campaigns
- ★ Knowledge that you have helped make a difference in the lives of children who have speech and language needs!

Market Profile

My Hometown Fest attendees provide your business or organization access to some of the most sought after buyers in the Sarasota, Bradenton and Lakewood Ranch markets. Take a look at our attendee profile:

- ★ Married and single adults ages 30-65+ years old
- ★ Many with children in local schools
- ★ Average household income \$100,000+
- ★ Young professionals, business owners, and managers
- ★ Young at heart and enjoy active, outdoor activities





★ ★ MAKING A DIFFERENCE ★ ★

As a sponsor of My Hometown Fest, you can take satisfaction in knowing that your business or organization is helping make a difference in the lives of hundreds of area children and their families who need your help. All proceeds from My Hometown Fest support the many charitable endeavors of Sertoma Club of Greater Sarasota and our Sertoma Kids clinic. Both are registered nonprofit 501(c)3 organizations helping children with speech, language and hearing needs.





★★★★ VENUE ★★★★★

NATHAN BENDERSON PARK, SARASOTA, FL



Situated just west of Interstate 75 near University Parkway, Nathan Benderson Park is a unique 600-acre community park that serves as a gateway to Sarasota, Bradenton and Lakewood Ranch.

Home to the 2017 World Rowing Championships, as well as a host of other international competitions, the park and its 400-acre lake provide a picture perfect setting for My Hometown Fest, with beautiful scenery and amenities, ample parking and an abundance of recreational activities for families with children attending the event.

The park is also conveniently located immediately adjacent to University Town Center, which provides an additional promotional benefit for My Hometown Fest sponsors!





★ ★ SPONSORSHIP LEVELS ★ ★

PRESENTING SPONSOR - \$15,000 ONLY 1 AVAILABLE

As the Presenting Sponsor for My Hometown Fest, your business or organization will receive prime billing as THE premium level supporter for this year's event, placing your name in front of tens of thousands of individuals and families in the lucrative Sarasota, Bradenton and Lakewood Ranch markets.

Sponsorship Includes:

- ★ Logo and billing as Presenting Sponsor on signage at Event Entrance, Musical Stage, and other event locations.
- ★ Premium placement at Event Entrance for product display(s)
- ★ Logo on all Beer Serving Stations (approximately 20)
- ★ Logo and Presenting Sponsor status on all television and print ads
- ★ Logo and Presenting Sponsor status on all posters and fliers
- ★ Logo and Presenting Sponsor headline status on all t-shirts and event merchandise
- ★ Logo and Presenting Sponsor status on website and Facebook page
- ★ Premium Booth Location(s) of your choice at event
- ★ Fifty (50) complimentary tickets to the event
- ★ Opportunity to speak on stage during the event
- ★ Opportunity to host pre-event reception for restaurants and vendors





★ ★ SPONSORSHIP LEVELS ★ ★

PREMIER SPONSOR - \$7,500 1 AVAILABLE

As the Premier Sponsor for My Hometown Fest, your business or organization will have its name prominently displayed in all print ads, posters, fliers and other promotions for My Hometown Fest. You will also receive premium placement for your booth at the event and be recognized from the stage.

Sponsorship Includes:

- ★ Logo and sponsor status on all print advertisements for the event
- ★ Logo and sponsor status on all posters and fliers
- ★ Logo and sponsor status on all t-shirts
- ★ Logo and sponsor status on website and Facebook page
- ★ Premium Booth Location at event
- ★ Thirty (30) complimentary tickets to the event
- ★ Recognition from the stage during the event
- ★ Visibility to all event attendees





★ ★ SPONSORSHIP LEVELS ★ ★

MAJOR SPONSOR - \$3,000 5 AVAILABLE (see next page for details)

As a Hometown Sponsor for My Hometown Fest, your business or organization will receive prominent placement in select marketing and promotional materials for My Hometown Fest, gaining exposure to thousands of individuals and families in the lucrative Sarasota, Manatee and Lakewood Ranch markets.

Sponsorship Includes:

- ★ Logo and sponsor status on website and Facebook page
- ★ Logo and sponsor status in print ads (space allowing)
- ★ Logo and sponsor status on all posters and fliers
- ★ Logo and sponsor status on all t-shirts
- ★ Signage at the event listing your business as one of the five Hometown Sponsors for My Hometown Fest
- ★ Premium Booth Location at event
- ★ Twenty (20) complimentary tickets to event
- ★ Recognition from the stage during the event





★★ SPONSORSHIP LEVELS ★★

MAJOR SPONSORS

As a Major Sponsor, your business or organization will be recognized on the My Hometown Fest website, Facebook page and in our social media campaigns. While this level of sponsorship does not include the same prominence as that offered by our higher-level packages, you will still enjoy exposure to thousands of individuals and families who visit our website, view our social media posts, and who attend the event itself.

Friend of Sertoma Sponsorship Opportunities:

- ★ Parking Lot Sponsor (1 available): \$3,000 - Your business recognized on flier given to every vehicle entering the event!
- ★ Sampling Cup Sponsor (1 available): \$3,000 - Your logo on all craft beer sampling cups distributed at the event!
- ★ Stage Sponsor (1 available) \$3,000 – Your logo on band stage
- ★ Beer Sponsor (1 available) \$3000 – Your logo at the beer selling area
- ★ Front Gate Sponsor (1 available) \$3000- Your logo greets every attendee
- ★ Photo Booth Sponsor (1 available): \$1,500 - Your logo on all photos taken in the My Hometown Fest photo booth!
- ★ Hometown Arch Sponsor (1 available): \$1,500 - Your logo on the My Hometown Fest arch at the event entrance!
- ★ Security Sponsor (1 available): \$1,500 - Your business recognized as Security Sponsor on signage at the event!
- ★ Water Station Sponsor (2 available): \$1,500 - Provide your own branded water bottles to be given out during the event!

Got your own idea for a sponsorship? Contact us. We'd love to hear it!

Sponsorship Includes:

- ★ Business name and sponsorship status on My Hometown Fest website and Facebook page
- ★ Business name and sponsorship status on designated event signage and/or materials
- ★ Complimentary Booth Space at event
- ★ Six (6) complimentary tickets to the event





★ ★ SPONSORSHIP LEVELS ★ ★

MEDIA PARTNERSHIPS MINIMUM \$2,500 ADVERTISING DONATION

Last year, My Hometown Fest enjoyed incredible partnerships with a variety of local print, radio and television media. Don't miss out on this opportunity to become part of the spring's biggest food, music and craft beer festival, attracting thousands of attendees from the lucrative Sarasota, Bradenton and Lakewood Ranch markets.

Sponsorship Includes:

- ★ Logo and sponsor status on website and Facebook page
- ★ Logo and sponsor status on select television and print ads
- ★ Logo and sponsor status on all posters and fliers
- ★ Logo and sponsor status on all t-shirts
- ★ Signage at the event listing your business as a Media Partner
- ★ Complimentary Booth Space at event
- ★ Twenty-five (25) complimentary tickets to the event





★ ★ VENDOR LEVELS ★ ★

BOOTH LEVELS

Booth Spaces and Beer Serving Stations for Vendors, Restaurants, Alumni Groups and Sports Team Clubs: Join in the fun while gaining valuable exposure for your business, restaurant, alumni group or sports team club by purchasing booth space for My Hometown Fest. It is hard to imagine a more economical and impactful way to reach thousands of potential customers! Plus, you can extend your reach even further by becoming a beer serving station for the event!

Business Vendor Booth

Cost: \$300 (Booth Space Only) | \$600 (Booth Space + Beer Serving)

Share information about your business or sample your services with thousands of event attendees throughout the day. Includes one or more 10' x 10' booth spaces. INCLUDES 4 FREE TICKETS.

Restaurant and Food Sampling Booth

Cost: \$300 (Booth Space Only)* | \$600 (Booth Space + Beer Serving)

Join more than 40 of our area's best restaurants serving samples of your own "hometown" specialties from the Northeast/Atlantic Coast, Midwest, Southeast, Southwest or West Coast/Rocky Mountains. Includes one or more 10' x 10' booth spaces. INCLUDES 4 FREE TICKETS.

****\$300 Booth Space fee is waived for restaurants that provide a MINIMUM of 500 food samples for the event.***

Alumni Group & Sports Team Club Booth

Cost: \$300 (Booth Space Only) | \$600 (Booth Space + Beer Serving)

What could be more "hometown" than to show support for your favorite college, university or professional sports team? Over the past two years, Florida State University, University of Kentucky, University of Florida, Miami University, Ohio State University and the Pittsburgh Steelers Fan Club have all battled it out for the most enthusiastic fan base at My Hometown Fest. Does your alumni group or sports team club have what it takes to be this year's champion?

Booth Rental INCLUDES:

- ★ One or more 10' x 10' marked booth spaces
- ★ Ice, coolers, cups and signage for Beer Serving Stations
- ★ Garbage cans and removal throughout the day
- ★ Booths DO NOT have electrical power

Vendors/Restaurants/Clubs MUST supply their own:

- ★ Tents, tables, table skirts and chairs (rentals available, call for pricing)
- ★ Gas generator or power source (if needed)
- ★ Business signs and banners
- ★ Plates and serving utensils (if needed)





To discuss Sponsorship Opportunities for My Hometown Fest, please contact Event Chair Tim Self

By Email: Tim.Self@lpl.com

Telephone: (941) 993-9036

myhometownfest.com



facebook.com/myhometownfest



Proud Supporter of My Hometown Fest



Proceeds benefit Sertoma Club of Greater Sarasota and Sertoma Kids, registered 501(c)(3) charitable organizations benefitting children with speech and language needs.

