

APRIL 11-12, 2015

Indian River Festival

Celebrating the Indian River, our natural resources,
fresh local seafood, outdoor recreation, and arts & culture!

The Indian River Festival is a tradition in North Brevard, and we are pleased to be moving back towards the roots of this festival as a celebration of our unique local cultural and environmental assets.

Dates and Times: **Saturday, April 11, 2015** **10:00 a.m. to 10:00 p.m.**
 Sunday, April 12, 2015 **10:00 a.m. to 8:00 p.m.**

Set-Up: **Friday, April 10, 2015** **2:00 p.m. to 6:00 p.m.**

General Admission: **FREE**

This event features live music, arts and crafts, local seafood freshly prepared, and an assortment of activities and exhibits relating to outdoor recreation, health and fitness, local history and cultural assets. It is designed to provide an assortment of FREE activities for all ages to enjoy—while educating individuals about outdoor recreation, health and fitness and local assets.

Sponsor Opportunities

Lagoon Sponsor **\$5,000**

Major sponsor placement at this level. Includes logo prominently displayed on website, in advertising and in promotional materials as appropriate and available. Includes banner display in main stage area, as well as sponsor booth space.

Village Sponsor **\$2500**

Sponsor recognition of any one “village” area of the festival—Environment/Outdoor Recreation, Arts & Crafts, Health, or Food. Includes logo displayed on website and in promotional materials as appropriate and available. Includes banner display in sponsored village as well as sponsor booth space.

Park Sponsor **\$1000**

Logo displayed on website and in promotional materials as appropriate and available. Banner display at festival and sponsor booth space.

Entertainment Sponsor **\$500**

Sponsor recognition as entertainment support. Listing on website and on signage at main stage.

Banner Sponsor **\$250**

Banner display at festival (banner to be provided by company).

Festival Booster **\$100**

Affordable sponsorship level to support the new and improved Indian River Festival. Includes name listing at festival information booth.

Contact Information **Marcia Gaedcke**
 gaedcke@titusville.org
 Titusville Area Chamber of Commerce
 2000 South Washington Avenue
 Titusville, Florida 32780
 321-267-3036 **321-264-0127 fax**
 www.titusville.org

Festival Website **www.indianriverfestival.org**

Mission Statement

This festival will promote our local economy by celebrating the Indian River and our natural resources, local food and culture, and outdoor recreation and health. It is a vehicle to promote healthy families and a healthy community by providing education and opportunity to enjoy food, fun and fitness.

Intended Consequences

These items below represent the guiding principles that help explain what the festival is and why it exists.

- Generate revenue for the Titusville Area Chamber of Commerce and other local community organizations that participate in the coordination and operation of the festival.
- Accentuate the rich heritage, diverse history, and unique culture of our community.
- Create family-friendly, interactive opportunities to connect with the natural environment and the health benefits of an active outdoor lifestyle.
- Provide a family environment that includes activities for all generations, with a focus on youth engagement.
- Promote the local food economy through education and collaboration with local restaurants, local farms, markets and agriculture agencies.
- Reinforce our commitment to environmental stewardship and our unique assemblage of natural resources, the competitive advantages they produce,

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Important Information for Sponsors

- Your logo inclusion will be based upon sponsorship sign-up date. Media promotion may have been completed long before air or run date, so there is no guarantee on logo inclusion.
- Multiple sponsorships will be offered in each level, but we will do our best to avoid competitive sponsorships in the \$2500 and above level.
- Current sponsors will be given first right of refusal for subsequent years. Multiple year packages for major sponsor levels are available.
- Based on community feedback and desire, we are working to make this festival a FREE admission event. We are also attempting to engage as many local organizations as possible to take ownership in various pieces of the festival. The only way the Titusville Chamber can offer this activity with no public admission fee is through generous community sponsorships.
- If banners or booth space is included with your sponsorship, we will work to

Sponsor Levels

| | |
|------------------------------|---------------|
| Lagoon Sponsor | \$5000 |
| Village Sponsor | \$2500 |
| Park Sponsor | \$1000 |
| Entertainment Sponsor | \$500 |
| Banner Sponsor | \$250 |
| Festival Booster | \$100 |

2015 Indian River Festival Sponsorship Agreement

Name _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Check sponsorship category:

- Lagoon Sponsor \$5000 _____
- Village Sponsor \$2500 _____
- Park Sponsor \$1000 _____
- Entertainment Sponsor \$500 _____
- Banner Sponsor \$250 _____
- Festival Booster \$100 _____

My check is enclosed _____ I would like to pay with a credit card _____ Please invoice me _____

Checks are payable to the Titusville Area Chamber of Commerce and mailed to 2000 South Washington Avenue, Titusville, Florida 32780. This is a rain or shine event and there are no refunds. Furthermore, I release the Titusville Area Chamber of Commerce, City of Titusville, Brevard County Commissioners and any other persons involved with the Festival from any claim, demand, suit or course of action for any damage or injury occurring.

Signature _____