

April 11-13, 2014

# Indian River Festival

A Titusville Tradition

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.

<b>Dates and Times:</b>	<b>Friday, April 11, 2014</b>	<b>5:00 p.m. to 9:00 p.m.</b>
	<b>Saturday, April 12, 2014</b>	<b>10:00 a.m. to 9:00 p.m.</b>
	<b>Sunday, April 13, 2014</b>	<b>10:00 a.m. to 4:00 p.m.</b>
<b>Set-Up:</b>	<b>Friday, April 11th</b>	<b>12:00 p.m. to 4:00 p.m.</b>
<b>General Admission:</b>	<b>FREE</b>	

We proved in 2013 that the community supports a return to the free admission festival concept that promotes local assets. We are pleased to continue to expand on that concept with this year's festival. With new additions to the schedule, expansion of existing elements and a brand new Sandpoint Park, this is sure to be a well-attended event! We encourage you to consider aligning your company with this time-honored tradition and helping offset the costs of producing this community event.

## 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**

## **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, and the legacy we leave for future generations to enjoy.

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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 meet your needs and provide the infrastructure and exposure your sponsorship calls for.
- If we have not done so already, THANK YOU for considering support of this community event.

### **Sponsor Levels**

<b>Lagoon Sponsor</b>	<b>\$5000</b>
<b>Village Sponsor</b>	<b>\$2500</b>
<b>Park Sponsor</b>	<b>\$1000</b>
<b>Entertainment Sponsor</b>	<b>\$500</b>
<b>Banner Sponsor</b>	<b>\$250</b>
<b>Festival Booster</b>	<b>\$100</b>

### **2014 Indian River Festival Sponsorship Agreement**

Name \_\_\_\_\_

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

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

#### **Check sponsorship category:**

Lagoon Sponsor \$5000 \_\_\_\_\_

Village Sponsor \$2500 \_\_\_\_\_

select: Arts & Crafts \_\_\_\_\_ Environment/Outdoor Recreation \_\_\_\_\_ Health \_\_\_\_\_ Food \_\_\_\_\_

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. Further 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 \_\_\_\_\_