



**October 18, 2015 • 11:00 a.m. – :00 p.m.**

On behalf of Riverwalk Fort Lauderdale, I would like to extend the opportunity to your organization to participate in *SMOKE ON THE WATER BBQ FEAST*. The goal of the event is to bring together residents, businesses and visitors for an afternoon of mouthwatering barbeque, cold beer, live bands, and activities for the whole family, all while raising funds for Riverwalk Fort Lauderdale.

Riverwalk Fort Lauderdale is the preeminent organization engaged in promoting Fort Lauderdale's Riverwalk Park and Downtown community as a place to live, work and play. We are able to achieve this by holding multiple events throughout the year. Our events provide attendees with an invaluable opportunity to mingle, network, and enjoy the best of Fort Lauderdale. Last year's event brought over 1500 bbq lovers to downtown Fort Lauderdale.

Promotions for this event will include:

- *Radio mentions,*
- *advertisements and in the post event article in Go Riverwalk magazine,*
- *10,000 postcards and event posters to be distributed to local businesses, condos and apartments throughout South Florida,*
- *at least 4 weekly email blasts to approximately 10,000 opt in emails,*
- *posts and mentions on multiple Facebook accounts, Twitter, and other social media platforms,*
- *listing on multiple online event calendars and websites, including food related websites and blog*
- *event banner hung at a prominent intersection in Downtown Fort Lauderdale*
- *event videos from Eye on South Florida and posted on YouTube*

Please consider the packages outlined on the following pages and call me at (954) 468-1541, ext.205 if you would like additional information or would like to discuss tailoring a sponsorship package to suit your needs. All proceeds from the event will benefit Riverwalk Fort Lauderdale.

**Sponsorship commitments and logos in JPG or EPS format must be received  
by August 1st to be included in all advertising and print materials.**

Sincerely,

***Cristina Hudson***

Events Manager | Riverwalk Fort Lauderdale



## SPONSORSHIP OPPORUNITIES

### Full Rack: \$10,000 sponsorship

(\$8000 per year with 2 year commitment)

- Exclusivity in sponsorship category
- Presenting Level sponsor (Smoke on the Water BBQ Feast presented by XXXX)
- Inclusion in all press releases and all advertising as **Presenting sponsor**
- Presenting sponsor title inclusion in weekly email blasts to approximately 10,000 opt in emails
- Logo inclusion full-page ad in *Go Riverwalk* magazine as **Presenting sponsor**
- Logo and link placed on GoRiverwalk.com event page
- Logo inclusion on Facebook and multiple other social media platforms
- Logo placed on 10,000 postcards distributed throughout South Florida as **Presenting sponsor**
- Logo inclusion on posters distributed throughout South Florida as **Presenting sponsor**
- Logo placed, as **Presenting Sponsor**, on event banner hung in prominent intersection in downtown Fort Lauderdale
- 100-word editorial feature in *Go Riverwalk* magazine (in cooperation with editor's discretion)
- Speaking or short demonstration opportunity at the event
- Your company will be able to distribute promotional item(s) to guests (*to be approved prior to the event*)
- Space allocated for up to two banners to hang at event site
- Double booth or featured area at event to promote your business
- Logo placed in post-event thank you in *Go Riverwalk* magazine

### Half Rack: \$5,000 sponsorship

- Inclusion in press release
- Logo in full-page ad in *Go Riverwalk* magazine
- Logo and link placed on GoRiverwalk.com event page
- Logo inclusion on Facebook and multiple other social media platforms
- Logo placed on 10,000 postcards distributed throughout South Florida
- Logo on posters distributed throughout South Florida
- Logo placed on event banner hung in prominent intersection in downtown Fort Lauderdale
- 75-word editorial feature in *Go Riverwalk* magazine (in cooperation with editor's discretion).
- Space allocated for one banner to hang at event site
- Single booth or featured area at event to promote your business
- Logo placed in post-event thank you in *Go Riverwalk* magazine

### Grillin': \$2,500 sponsorship

- Inclusion in press release
- Logo placed in full-page ad in *Go Riverwalk* magazine
- Listing on Go.Riverwalk.com event page
- Mention on Facebook and multiple social media platforms
- Logo placed on 10,000 postcards distributed throughout Fort Lauderdale
- Logo placed on posters placed around town
- Logo placed on event banner hung in prominent intersection in downtown Fort Lauderdale
- Booth or featured area at event
- Logo placed in post-event thank you in *Go Riverwalk* magazine



305 S. Andrews Avenue, Suite 410  
Fort Lauderdale, FL 33301



## **SPONSORSHIP OPPORTUNITIES**

### **Smokin' (cup sponsor): \$1,000 sponsorship**

- Exclusivity in sponsorship category
- Logo placed in full-page event ad in *Go Riverwalk* magazine
- Logo placed on GoRiverwalk.com event page
- Logo inclusion on Facebook and multiple other social media platforms
- Logo placed on 10,000 postcards distributed throughout South Florida
- Logo placed on posters distributed throughout South Florida
- Space allocated to hang one banner at event
- Logo on beer garden cups that will be distributed to all beer garden ticket purchasers
- 5 tickets to beer garden (**21+ ONLY**)
- Logo placed in post-event thank you in *Go Riverwalk* magazine

### **In-Kind sponsorship**

In-kind sponsorship benefits will be determined individually. In-kind donations such as, printing, beverages, media promotions, rentals, raffle items etc. are welcome. Please contact us to discuss.

***Individually tailored sponsorship packages available. Please call (954) 468-1541 ext. 205 to learn more about how we can adjust a package to meet your marketing needs.***

***\*\*Benefits subject to omission without timely response\*\****

RIVERWALK'S 3rd ANNUAL  
SMOKE ON THE WATER BBQ FEAST  
2015 Sponsor Benefits

Sponsor Level	Exclusivity	Press Release	Inclusion in at least 4 weekly of E-Blasts to over 10,000	Logo included	Link to your website placed on GoRiverwalk.com event page	Logo inclusion in FB, Twitter and multiple social media platforms	Logo on Post Cards	Logo on Posters	Logo on Event Banner	Space to hang banner at event	Double booth space at event	Single booth space at event	Tickets beer garden (21+ ONLY)	Logo included	Other
				in Full-Page Event Ad in Go Riverwalk Magazine										in full-page post event ad/article in Go Riverwalk Magazine	
Full Rack- \$10,000 (\$8,000/yr with 2 yr commitment)	X	X	X	X	X	X	X	X	X	2	1		15	X	100- word editorial feature, speaking or demo opp, promo items
Half Rack- \$5,000		X		X	X	X	X	X	X	1		1		X	75-word editorial feature
Grillin'- \$2,500		X		X	X		X	X	X			1		X	
Smokin' (Cup Sponsor) - \$1,000	X			X	X		X	X		1			5	X	Logo on beer garden cups
In-Kind Donation	Benefits will be determined by value associated of in-kind donation														

We would also be happy to speak with you about tailoring a sponsorship package to suit your marketing needs.

Thank you for your support



\*ALL BENEFITS SUBJECT TO OMISSION WITH OUT TIMELY RESPONSE



## **SPONSORSHIP AGREEMENT FORM**

**October 18, 2015 • 11:00 a.m. – 6:00 p.m.**

PLEASE FILL OUT THE FORM BELOW AND SCAN AND EMAIL BACK TO [CRISTINA@GORIVERWALK.COM](mailto:CRISTINA@GORIVERWALK.COM) OR FAX BACK TO (954) 468-1542 BY **AUGUST 1, 2015** TO BE INCLUDED IN **ALL** ADVERTISING AND PRINTED MATERIALS. ALL AGREEMENTS MUST BE RECEIVED BY SEPTEMBER 4, 2015

Organization/Individual Name \_\_\_\_\_

Contact Person/Agent \_\_\_\_\_ Title \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

### **PAYMENT INFORMATION**

Credit Card # : \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

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

### **PLEASE CHECK PARTICIPATION LEVEL**

- Full Rack: \$10,000 {\$8,000 sponsorship per year, for two year commitment}
- Half Rack: \$5,000 sponsorship
- Grillin': \$2,500 sponsorship
- Smokin': \$1,000 sponsorship
- In-Kind sponsorship (Complete info on next page)

*\*\*Benefits subject to omission without timely response\*\**

PLEASE MAKE CHECKS PAYABLE TO:

  
RIVERWALK  
FORT LAUDERDALE  
305 S. Andrews Avenue, Suite 410  
Fort Lauderdale, FL 33301



## IN-KIND SPONSORSHIP AGREEMENT

I agree to donate the following item(s) to Smoke on the Water BBQ Feast, a fund-raising event benefiting Riverwalk Fort Lauderdale, a 501(c)3 charity

- Merchandise \_\_\_\_\_  
\_\_\_\_\_  
Retail Value \$ \_\_\_\_\_
- Service \_\_\_\_\_  
\_\_\_\_\_  
Value \$ \_\_\_\_\_
- Restrictions \_\_\_\_\_  
\_\_\_\_\_

Scan and email to [CRISTINA@GORIVERWALK.COM](mailto:CRISTINA@GORIVERWALK.COM) or Fax to (954) 468-1542  
All items must be received **NO** later than September 4, 2015.

- I am unable to donate merchandise or services, but am enclosing a contribution of \$\_\_\_\_\_ to help the Riverwalk Fort Lauderdale in its fund-raising efforts.
- I would like more information on Riverwalk's Smoke on the Water BBQ Feast.

Date \_\_\_\_\_, 2015

\_\_\_\_\_  
Authorized Signature

*Thank you for your support!*

  
305 S. Andrews Avenue, Suite 410  
Fort Lauderdale, FL 33301