



## **RIVERWALK GET DOWNTOWN SPONSORSHIP PROPOSAL**

**Monday, April 27th, 2015 • 5—8 p.m.**

On behalf of the Riverwalk Fort Lauderdale, I would like to extend to your organization the opportunity to sponsor Riverwalk Get Downtown. The goal of the event is to bring together Downtown employees, residents and businesses for a night of celebration and networking while raising funds for Riverwalk Fort Lauderdale. Get Downtown is held twice a year, in the spring and fall and is currently in its sixteenth year.

The beautiful plaza at 333 East Las Olas Boulevard in the center of our core Downtown business district will serve as the location of our event. On this special evening in Downtown Fort Lauderdale, a \$25 donation (\$20 prepay) gives attendees complimentary food from area merchants, live music and two complimentary beverages.

Riverwalk Get Downtown typically draws 1,000 to 1,500 professionals and residents from the Downtown area and beyond. Promotion generally includes radio, *Go Riverwalk* magazine, 10,000 postcards distributed throughout Downtown, posters, banners, e-mail blasts to approximately 30,000, signage and online event calendars and websites.

Riverwalk Get Downtown also promotes other local charities by providing table space for them to spread their message and continues to raise funds for Riverwalk Fort Lauderdale and its mission to serve as the catalyst in building and nurturing Riverwalk as a vibrant community connected by the New River.

Please consider the packages outlined on the following pages. Sponsorship commitments for the Spring event must be received by Monday, March 2nd. I would also be happy to speak with you about tailoring a sponsorship package to suit your marketing needs. Please call (954) 468-1541, ext. 205 if you need additional information or would like to discuss sponsorship options. Proceeds from the event will benefit Riverwalk Fort Lauderdale, Inc.

Sincerely,

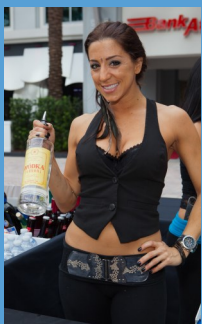
**Cristina M. Hudson**

Event Manager

Riverwalk Fort Lauderdale, Inc.



## Get Downtown



## SPONSORSHIP OPPORTUNITIES

Riverwalk Fort Lauderdale is known for hosting the largest outdoor cocktail hour and networking event in Fort Lauderdale, targeting those who live, work and play downtown. Become a sponsor of the spring and fall events and reach 1,000 to 1,500 of Fort Lauderdale's working professionals and local residents at each event.

**Double your exposure and receive a discounted rate!**

**Spring—April 27, 2015 / Fall—November, 2015**

### PRESENTING SPONSOR

- Presenting level sponsor (Riverwalk Get Downtown presented by "Your Name")
- Exclusivity in sponsorship category
- Inclusion in all press releases and all advertising as presenting sponsor
- Logo placed on 10,000 postcards distributed around downtown
- Logo placed on posters placed around downtown
- Logo placed in all print advertising, including *Go Riverwalk* magazine
- Logo placed on event posters to be placed throughout downtown
- Logo and link placed on [www.GoRiverwalk.com](http://www.GoRiverwalk.com)
- Logo inclusion in e-blasts (approximately 15,000)
- One page of editorial in *Go Riverwalk* magazine (in cooperation with editor's discretion)
- Space allocated for two banners to hang at event site
- Booth space at event to feature your business (up to 10' x 10')
- 15 complimentary event passes

**\$7,500—one event | \$13,000— for two events, a savings of \$2,000**

### MAIN SPONSOR

- Exclusivity in sponsorship category
- Inclusion in all press releases and all advertising as main sponsor
- Logo placed on 10,000 postcards distributed around downtown
- Logo placed on posters placed around downtown
- Logo placed in all print advertising, including *Go Riverwalk* magazine
- Logo placed on event posters to be placed throughout downtown
- Logo and link placed on [www.GoRiverwalk.com](http://www.GoRiverwalk.com)
- Logo inclusion in e-blasts
- 1/2 page of editorial in *Go Riverwalk* magazine (in cooperation with editor's discretion)
- Space allocated for one banner to hang at event site
- Booth space at event to feature your business (up to 10' x 10')
- 10 complimentary event passes

**\$5,000—one event | \$9,000 for two events, a savings of \$1,000**

### SUPPORTER

- Logo to be placed on 10,000 postcards.
- Logo placed on event posters to be placed throughout downtown
- Logo and link placed on Get Downtown page of [www.GoRiverwalk.com](http://www.GoRiverwalk.com)
- Listing in thank you ad in *Go Riverwalk* magazine
- Booth space at event (6' skirted table)
- 4 complimentary event passes

**\$1,000—one event | \$1700—for two events, \$300 savings**

### BOOTH

- Listing placed on Get Downtown page of [www.GoRiverwalk.com](http://www.GoRiverwalk.com)
- Listing in thank you ad in *Go Riverwalk* magazine
- Booth space at event (6' skirted table)
- 2 complimentary event passes

**\$250—one event | \$400— for two events, \$100 savings**

**\*All benefits subject to omission without timely response.**



## RIVERWALK GET DOWNTOWN

### Sponsorship Agreement

Please check which event(s) you would like to participate in

\_\_\_\_\_ Spring—April 27, 2015

\_\_\_\_\_ Fall—November, 2015

## RIVERWALK GET DOWNTOWN SPONSORSHIP AGREEMENT FORM

EMAIL TO: [CRISTINA@GORIVERWALK.COM](mailto:CRISTINA@GORIVERWALK.COM) OR FAX TO (954) 468-1542

Thank you for your sponsorship commitment to Riverwalk Get Downtown. Please fill out the form below and return to Riverwalk Fort Lauderdale.

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

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

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
E-Mail

\_\_\_\_\_  
Address

### Payment Information

#### TITLE SPONSOR

\_\_\_\_\_ \$7,500—1 event (please indicate fall or spring)

\_\_\_\_\_ \$13,000—2 events, a savings of \$2,000

#### MAIN SPONSOR

\_\_\_\_\_ \$5,000—1 event (please indicate fall or spring)

\_\_\_\_\_ \$9,000—2 events, a savings of \$1,000

#### SUPPORTER

\_\_\_\_\_ 1,000—1 event (please indicate fall or spring)

\_\_\_\_\_ \$1,700—2 events, a savings of \$400

#### BOOTH

\_\_\_\_\_ \$250—1 event (please indicate fall or spring)

\_\_\_\_\_ \$400—2 events, a savings of \$100

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

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

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

#### Checks may be mailed to:

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

[www.GoRiverwalk.com](http://www.GoRiverwalk.com)