



September 24, 2016 • 12:00 p.m.—4:00 p.m.

On behalf of Riverwalk Fort Lauderdale, I would like to extend the opportunity to your organization to participate in Riverwalk's 2nd annual *Fall Festival*. This event will raise funds for the local charity, Riverwalk Fort Lauderdale. The mission of Riverwalk Fort Lauderdale is to build and nurture a vibrant community connected by the New River through activation and participation. To achieve this goal, we host a number of fundraising events annually.

The goal of this free event is to bring together residents, businesses, and visitors of all ages for an afternoon of entertaining games, fundraising, and fun. Supporters and passers-by can participate in a range of different carnival games that the whole family can enjoy! Attendees will also love snacking on carnival themed treats such as cotton candy and popcorn. There will be music and exciting activities throughout the afternoon.

Promotion for the event will include:

- Full-page advertisement in *Go Riverwalk* magazine
- On air Radio advertising
- Feature on GoRiverwalk.com
- Feature or listing on multiple Facebook accounts, Twitter and other social media platforms
- Flyers and posters that are distributed around Downtown, beach venues and all of Fort Lauderdale and surrounding cities
- Weekly email blasts to over 10,000 opt in emails
- Event banner placed on a busy downtown intersection.
- Event listing on multiple online event calendars and websites

Please consider the participation options outlined on the following pages. Please call (954) 468-1541 x 205 if you would like additional information. All proceeds from this 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 printed promotional materials.

Sincerely,

Cristina M. Hudson

Director of Operations | Riverwalk Fort Lauderdale, Inc.



SPONSORSHIP OPPORTUNITIES

HARVEST: \$5,000 sponsorship

- Exclusivity in sponsorship category
- Presenting Level Sponsor (Riverwalk FALL FESTIVAL 2016 Presented by XXXX)
- Inclusion in press release and all print advertising as Presenting Sponsor
- E-blasts in weeks leading up to the event with link to your company website, as presenting sponsor
- Logo placed, as Presenting Sponsor, in full-page event 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, as Presenting Sponsor, on event flyers distributed throughout Fort Lauderdale
- Logo on event banner
- Logo placed, as Presenting Sponsor, on posters distributed throughout South Florida.
- 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 to hang two banners at the event
- Double booth or featured area at event
- Logo placed in thank you in *Go Riverwalk* magazine

PUMPKIN SPONSOR: \$1,000 sponsorship

- Inclusion in press release
- Logo inclusion in full-page event ad in *Go Riverwalk* magazine
- Listing on GoRiverwalk.com
- Logo placed on event flyers distributed throughout Fort Lauderdale
- Logo on event banner
- Booth or featured area at event
- Logo placed in thank you in *Go Riverwalk* magazine

ACORN: \$300 sponsorship

- Logo inclusion in full-page event ad in *Go Riverwalk* magazine
- Listing on GoRiverwalk.com event page
- Logo placed on postcards distributed throughout Fort Lauderdale
- Logo placed in thank you in *Go Riverwalk* magazine

DONATION: 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.

HAY STACK: \$2,500 sponsorship

- Inclusion in press release and all print advertising
- Logo inclusion in full-page event 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 event flyers distributed throughout Fort Lauderdale
- Logo on event banner
- Space allocated to hang one banner at event
- Booth or featured area at event
- Logo placed in thank you in *Go Riverwalk* magazine



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SPONSORSHIP AGREEMENT

Please return completed sponsorship agreement with hi-resolution company logo and payment to Cristina@GoRiverwalk.com no later than August 1st to be included in all printed marketing material.

Company: _____

Contact Person/Agent: _____

Address: _____ City, State, ZIP: _____

Business Phone: _____ Cell Phone: _____

Email address: _____

_____ **\$5,000 HARVEST**

_____ **\$300 ACORN**

_____ **\$2,500 HAY STACK**

_____ **In-Kind Donation**

_____ **\$1,000 PUMPKIN**

(Please complete info on next page)

Signature

Print name

Date



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CREDIT CARD AUTHORIZATION

Name on Credit Card _____

Credit Card # _____

Expiration Date _____ CVV Code _____

Email (for receipt) _____

Signature _____ Amount \$ _____

Return application by October 3, 2016, along with the necessary funds. No applications will be approved without the necessary funds. Applications are accepted in the order they are received. There are limited spaces for this event, so reply early. Your application will be reviewed upon receipt and you will be notified if you are selected as a participant. Please note that this is a rain-or-shine fundraising event. Once your payment is processed, there will be no refunds for any reason.

Checks may be made out to and mailed to:
Riverwalk Fort Lauderdale, Inc.
305 South Andrews Avenue, Suite 410
Fort Lauderdale, FL 33301
T: (954) 468-1541 x 205 / F: (954) 468-1542

Thank you for your support!



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Company: _____

Representative: _____

Address: _____

City: _____ ST: _____ Zip: _____

Telephone: _____ E-mail: _____

I agree to donate the following item(s) to the Riverwalk FALL FESTIVAL, a fund-raising event benefiting Riverwalk Fort Lauderdale; a 501C3 charity

Merchandise _____
_____ Retail Value \$ _____

Service _____
_____ Value \$ _____

Restrictions _____

**You will be contacted to make arrangements for pick-up or delivery of your merchandise.
Scan and email to CRISTINA@GORIVERWALK.COM or Fax to (954) 468-1542
All forms must be received NO later than September 1, 2016.**

- 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. Please make all checks payable to RIVERWALK FORT LAUDERDALE.
- I would like more information on the **RIVERWALK FALL FESTIVAL**.

Date _____, 2016 Authorized Signature _____