



STONE CRAB & SEAFOOD FESTIVAL

January 13, 2018 • 11am-5pm

On behalf of Riverwalk Fort Lauderdale, I would like to invite you to be a part of the 8th Annual Riverwalk *Stone Crab & Seafood Festival*. The goal of this event is to bring together residents, businesses and visitors for an afternoon of celebrating the South Florida Seafood Industry and traditions while raising funds for Riverwalk.

On this day, seafood lovers, Riverwalk supporters and passers-by who attend can purchase stone crabs and an array of other seafood dishes from some of Fort Lauderdale's best restaurants, enjoy live entertainment, fun activities and cold cocktails. Last year, the Riverwalk *Stone Crab & Seafood Festival* drew over 13,000 residents and visiting seafood lovers.

PROMOTIONS FOR THE EVENT WILL INCLUDE:

- Feature in *Go Riverwalk* magazine
- Feature or listing on GoRiverwalk.com webpage
- Feature and listings Facebook and other social media
- Postcards & posters distributed throughout South Florida
- Event banner hung at a prominent intersection in Downtown Fort Lauderdale
- Listing on multiple online calendars

Riverwalk Fort Lauderdale is the preeminent organization engaged in promoting Riverwalk Park and Downtown community as a place to live, work and play. Our events provide attendees with an invaluable opportunity to mingle, network, and enjoy the best of Fort Lauderdale. Funds raised at this event support Riverwalk in the pursuit of our mission "*to be the catalyst in building and nurturing Riverwalk as a vibrant community connected by the New River.*"

Please consider the options outlined on the following pages. You may contact me at (954) 468-1541 ext. 204 to discuss how we can adjust the benefits of participating to meet your marketing needs.

Sincerely,

Maureen Potter

Riverwalk Fort Lauderdale, Inc.
Event Manager





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King Crab: \$10,000 sponsorship (\$8,000/year with 2-year commitment)

- Presenting Level sponsor (Riverwalk Stone Crab & Seafood Festival presented by XXXX)
 - Exclusivity in sponsorship category
 - Honorable mention and individual or team stand-in opportunity on stage during Event Kick-Off
 - Short speaking or cooking demonstration opportunity at the event
 - Inclusion in all press releases and all advertising as **Presenting sponsor**
 - Company logo placed on 10,000 postcards distributed around town as **Presenting sponsor**
 - Company logo inclusion on posters placed around town as **Presenting sponsor**
 - Company logo inclusion full-page ad in Go Riverwalk magazine as **Presenting sponsor**
 - Company logo and link placed on www.goriverwalk.com
 - Dedicated posts on Facebook and other social media platforms
 - Presenting sponsor title and Company logo inclusion in email blast to 15,000 opt-in emails
 - Tented double booth or featured area at event to promote your business and/or sell your product
 - Space allocated for two banners to hang at event site
 - Company logo and listing as Presenting Sponsor in post-event Exclusives in *Go Riverwalk* magazine
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Florida Lobster: \$5,000 sponsorship

- Exclusivity in sponsorship category
 - Inclusion in press releases and printed advertising
 - Company logo placed on 10,000 postcards distributed throughout South Florida
 - Company logo on posters distributed throughout South Florida
 - Company logo and link to your business placed on www.goriverwalk.com
 - Company logo placed in full-page ad in *Go Riverwalk* magazine
 - Dedicated post on Facebook and other social media platforms
 - Single tented booth or featured area at event to promote your business and/or sell your product
 - Space allocated for one banner to be hung at event
 - Company logo in post-event Exclusives in *Go Riverwalk* magazine
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Mahi Mahi: \$2,500 sponsorship (or *auto)

- Inclusion in press releases and printed advertising
- Company logo placed on www.goriverwalk.com
- Company logo placed in full-page ad in *Go Riverwalk* Magazine
- Company logo placed on 10,000 postcards distributed South Florida
- Company Company logo placed on posters distributed throughout South Florida
- Mention on Facebook and other social media
- Reserved Single booth or featured area at event to promote your business and/or sell your product
- *MUST Reserved space for placement of one (1) vehicle at event
- Company logo in post-event Exclusives in *Go Riverwalk* magazine

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Shrimp: \$1,200 sponsorship

- Exclusivity in sponsorship category
- Business listing placed on www.goriverwalk.com
- Company logo placed on 10,000 postcards distributed throughout South Florida
- Company logo placed on posters distributed throughout South Florida
- Single Booth space at event to promote your business and/or sell your product
- Company logo on 500ct. 5-7oz. sample cups for beer garden at event
- Company logo in post-event Exclusives in *Go Riverwalk* magazine

Hermit Crab Race: \$500 sponsorship

- Exclusivity in sponsorship category
- Business listing placed on www.goriverwalk.com
- Company logo placed on 10,000 postcards distributed throughout South Florida
- Company logo placed on posters distributed throughout South Florida

In-Kind Sponsorship

Sponsorship benefits will be determined on an individual basis

All benefits subject to omission with timely response. For questions, please contact Maureen at (954)468-1541, ext.204



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SPONSORSHIP COMMITMENT

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Please complete and return commitment by December 3, 2018, along with the necessary funds to be included in all event promotions and marketing. No applications will be approved without the necessary funds. Applications are accepted and reviewed in the order they are received. If your application is approved, you will be notified by the Event Manager. Return completed form to Maureen@GoRiverwalk.com

Organization Name _____

Contact Person _____ Title _____

Phone _____ E-Mail _____

Address _____

City, State, Zip _____

PLEASE CHECK PARTICIPATION LEVEL

_____ King Crab: \$10,000 sponsor

_____ Shrimp: \$1,200 sponsor

_____ Florida Lobster: \$5,000 sponsor

SOLD OUT _____ Crab Race: \$500 sponsor

_____ Mahi Mahi: \$2,500 sponsor (*AUTO)

_____ **In-Kind sponsor

(Benefits to be determined based on value of in-kind donation)

Do you require an invoice for your sponsorship? _____ Yes _____ No

Print

Signature

Date





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CREDIT CARD AUTHORIZATION

Name of Company _____

Credit Card # _____ Expiration Date _____

CVV Code _____ Amount _____

Name on Card _____ Signature _____

Email address (for receipt) _____

Checks may be mailed to:

Riverwalk Fort Lauderdale, Inc.

888 E. Las Olas Blvd. Suite 210

Fort Lauderdale, FL 33301

Fax: (954) 468-1542

Thank you for your support!

