



SPONSORSHIP OPPORTUNITIES

SANDY SHOES SEAFOOD & BREW – SATURDAY, MARCH 24, 2018 - 10 am to 8 pm

Sandy Shoes Seafood & Brew is a FREE Community Event organized by Main Street Fort Pierce. The Seafood Festival is one of the most unique and exciting events in St. Lucie County and draws over **10,000** in attendance annually showcasing local artists, performers and best seafood on the Treasure Coast.

SANDY SHOES SEAFOOD & BREW EXPERIENCE INCLUDES:

- 1 Stage of Local Music
- Large Variety of Local Seafood
- Over 100 artists displaying and selling paintings, photography, jewelry, clothing, and sculptures
- Community Competitions: Iron Chef, Treasure Coast Chowder Cup, & Citrus Squeeze-off
- Commercial and Non-Profit Booths promoting their organizations

VALUE OF YOUR SPONSORSHIP

Your Business will reach large number of people through festival, media, print and promotion:

• Festival Attendance	10,000+
• Banner Visibility – Pedestrian and Automobile (30 days)*	200,000
• Website (365 days)	500,000
• Main Street Focus (circulation)	8,000
• Targeted e-Mail Blasts (3 distributions of 4,700) PR Program	14,000
• (Print and online)**	200,000
• PR Program (Radio)***	1,200,000
• Total Estimated Impressions:	2.1 million

** Impressions based on pedestrian and automobile traffic counts for selected zones within the City of Ft Pierce. **Print and electronic media impressions based on current circulations and site traffic reports from website. ***Radio audience based on current Nielsen Audience ratings for primary network affiliates reaching audiences in the West Palm area.*

DEPENDING ON SPONSORSHIP LEVEL YOUR BUSINESS WILL RECEIVE:

- Logo on Festival Posters, Banners, Festival Entrance Signs, Rack Cards and Media Releases
- Opportunity for your Business to have a booth at the event
- Corporate Banner displayed (Banner to be supplied by Business)
- Business Ad on the Jumbotron (Ad to be supplied by Business)
- Promoted Hourly from Main Music Stage
- VIP Parking and Passes to VIP Center
- Active Link to your business on Festival Website
- Opportunity for your employees to interact with the public and promote your business
- Opportunity to experience some of the best local seafood and music on the Treasure Coast
- Business can participate in the Chowder Cup or the Citrus Squeeze-off
- Opportunity to align your brand with one of Fort Pierce's most unique and family oriented festivals

Sponsorship Categories:

Main Event Title Sponsorship: SOLD Exclusive naming rights to **SANDY SHOES SEAFOOD**
SOLD: Bev Smith Automotive Group

Brew Sponsor: SOLD

SOLD: Southern Eagle Distributing

Stage Sponsor (3,000.00):



VIP Room Sponsor (2,000.00):

Competition Sponsorship (1,000.00): Presenting sponsorship of individual **SANDY SHOES SEAFOOD & BREW** Competitions

Chowder Competition – **SOLD to Original Tiki Bar**

Citrus Squeeze-Off – **SOLD to Waste Management**

Local Celebrity Food Demonstrations –

Kidzone –

Event Sponsorship (500.00):

Supporting Sponsorship (250.00):

Media Partner: Media partners provide in-kind assistance in reaching its target audience: In-kind assistance should include, but is not limited to, in-kind production and airing of PSAs, on-air promotional activities, and website promotional content. Media partners receive preferred presence within festival, listed on all material and media links and festival website.

	\$250	\$500	\$1,000	\$2,000	\$3,000	\$5,000	\$10,000
Sponsorship Levels	Supporting	Event	Competition	VIP Room	Music Stage	Presenting	Main Event Title
Logo on Festival Posters	✓	✓	✓	✓	✓	✓	Name & Logo
Logo on Sponsor Entrance Signs	✓	✓	✓	✓	✓	✓	✓
Active Link on Website	✓	✓	✓	✓	✓	✓	✓
Booth Space*		10x10	10x10	10x10	(1) 10x10	(2) 10x10	(4) 10x10
Advertising, Press Releases, Blasts, etc.			✓	✓	✓	✓	✓
Focus Article**			100 words	200 words	300 words	400 words	500 words
Logo on Rack Cards			✓	✓	✓	✓	Company Name
Corporate Banner Displayed ***			Special Event	Music Stage	Music Stage	Music Stages	All Entrances & Stages
Jumbotron Ads			1 ad	2 ads	3 ads	4 ads	5 ads or 2 commercials
Promoted Hourly from Music Stage			✓	✓	✓	✓	✓
VIP Parking Passes			1	2	3	4	5
VIP Passes			2	4	6	10	20
Promote Your Business on Main Stage				2	3	4	5

*Company must supply table, chairs and/or tent (**Exception for Music Stage, Presenting and Main Event Sponsor**)

Feature story in the Main Street Focus with Festival Story due by **February 9, 2018

***Company must supply banner by **March 16, 2018**

Be part of the Best Seafood Festival in St. Lucie County. Sign up your sponsorship today!

Please complete the form below and mail or email to:

Main Street Fort Pierce

122 A.E Backus Avenue

Fort Pierce, FL 34950

Phone: 772-466-3880 – Fax: 772-466-3917

Email: pamgillette@mainstreetfortpierce.org

Deadline for printed Material as a Sponsorship

Bev Smith Automotive Group's SANDY SHOES SEAFOOD & BREW

Deadline: January 19, 2018

Sponsor Name: _____

Contact Person: _____

Address: _____

City/State/Zip: _____

Phone/FAX: _____

E-mail: _____

Sponsor Level:

\$10,000 \$5,000 \$3,000 \$2,000 \$1,000 \$500 \$250

Logo Included: Yes No 10x10 Tent: Yes No Electric: Yes No

Payment: _____

Signature: _____

Make check payable to Main Street Fort Pierce, Inc.

Return this form to Main Street Fort Pierce

122 A.E. Backus Avenue, Fort Pierce, Florida 34950

Phone: (772) 466-3880 ~ FAX: (772) 466-3917

Email: pamgillette@mainstreetfortpierce.org

*****Indemnification and Limitation of Liability; Insurance**

Main Street Fort Pierce shall indemnify, defend and hold Sponsor harmless from any and all demands, claims, causes of action, judgments or liability (including, without limitation, the costs of suit and reasonable costs of experts and attorneys) arising from damage to or destruction of property (including, without limitation, real and personal) or bodily or personal injuries (including, without limitation, death), whether arising from tort, contract or otherwise, that occur directly or indirectly from the gross negligence or willful misconduct of Main Street Fort Pierce, Inc. or its employees, agents, contractors or representatives. Sponsor shall not under any circumstances be entitled to recover any consequential, incidental, exemplary, special and/or punitive damages from Main Street Fort Pierce, Inc. including, without limitation, loss of income, business or profits.