SPONSORSHIP OPPORTUNITIES

SANDY SHOES SEAFOOD & BREW – SATURDAY, MARCH 23, 2019 - 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 (10,000)

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
- Citrus Squeeze-Off
- 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.

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

*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 1, 2019
***Company must supply banner by March 15, 2019

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: michellec@mainstreetfortpierce.org

PRINTED MATERIALS DUE BY: January 18, 2019

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: michellec@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, contact 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.