

PAHOKEE HERITAGE MUSIC FESTIVAL
... ON LAKE OKEECHOBEE (PAHOKEE, FL)
FEBRUARY 24-26, 2012

2011 SPONSORSHIP OPPORTUNITIES



PAHOKEE HERITAGE MUSIC FESTIVAL

... ON LAKE OKEECHOBEE (PAHOKEE, FL)
FEBRUARY 25-26, 2012

Dear Potential Sponsor:

The City of Pahokee will host its 2nd Annual Pahokee Heritage Music Festival February 25-26, 2012 at the spectacular Pahokee Marina. Thousands will gather to enjoy a musical explosion that leaves them in anticipation of the next year. As we strive to celebrate cultural diversity, this Music Festival brings its audience various styles of music for two fun-filled days of lyrical pleasure.

Please accept this invitation for your company to join the City of Pahokee as a 2012 Festival Sponsor. The levels of participation are described in the enclosed packet.

Through local, regional and national media exposure, this Festival is sure to draw thousands of people for a full weekend of fun and relaxation. The Pahokee Heritage Music Festival's appeal as an affordable family event is one of many reasons it will become a premiere event in South Florida and in the Southeast Region and because of its unique location as one of the best small towns in South Florida.

Your decision to partner with the City of Pahokee provides your company the platform to invest in the community and strengthen relationships with existing and potential clients in this region.

Thank you for your consideration of this request. We will contact you personally to continue the development of this great opportunity. If you need additional information, please feel free to contact us at (561) 531.4046

Sincerely,

Derrek Moore
City Manager

Mattie Crawford
Festival Chair

Ann Marie Sorrell, The Mosaic Group
Festival Manager

J.P Sasser
Mayor

Henry Crawford
Vice Mayor

Keith Babb
Commissioner

Allie Biggs
Commissioner

Diane Walker
Commissioner



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ABOUT THE FESTIVAL

The City of Pahokee has entered into a new era in which to showcase its beauty. This festival has the potential to become a major regional attraction. The City of Pahokee has an appreciation for music as the universal language bringing hundreds of thousands of people together from various backgrounds. This event is a community Heritage Festival that showcases the diverse cultures through music, art, dance, and literature.

The Music Festival looks to feature Grammy Award Winning artist, local and regional artists from genres that include Jazz, Reggae, Latin, R&B, Hip-Hop, Country, Gospel, and Rock.

Target Market: Through broadcast, internet and print media, the Festival is designed to attract affluent community and business leaders from the southeast region. The average annual income of attendees is over \$40,000 and the average age range is from 25 to 60. The survey also indicated that the majority are also highly educated consumers. Many companies and other organizations have recognized the beauty of Pahokee.

For up to date Festival information, contact us at (561) 285.2473 or visit us online at www.cityofpahokee.com.

Festival Weekend At-a-Glance

- Friday, February 24, 2012: VIP & Media Reception & Pre-Show — 6:00pm– 10:00pm, Big Bertha's Restaurant
- Saturday, February 25, 2012: Main event— 12:00pm 10:00pm. Local & National Performers (R&B, Hip-Hop, Reggae, Country, Latin, & Rock).
- Sunday, February 26, 2012: Gospel and Jazz Explosion—12:00pm-7:00pm



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Pahokee Heritage Music Festival Premiere Sponsor - \$20,000

As the Premiere Sponsor, you will receive the following:

Product exclusivity for 2012 and 2013 Festival

One (1) 10x20 Cabanas on the Marina for the entire Festival

Thirty (30) VIP Weekend Passes

Forty (40) General Admission Tickets

Four (4) backstage passes for the entire Festival

Five (5) venue parking passes

Serve as Host of the private *Pahokee Heritage Music Festival Opening Reception*

Photo opportunity with celebrity host and artist on opening night

Product Exclusivity during Opening Reception and in Corporate Tent

Company Logo displayed on screens of main stage and side stages

Opportunity to show sixty (60) second commercial on stage screen during Festival

Name recognition during the Festival press conference

One (1) vendor booth for Company advertising

Banner display opportunity on all event gate entrances

Press Release announcing Premiere sponsor of the Festival

Featured Sponsor on Festival guide distributed throughout region

Inclusion in all pre- and post- promotional materials

Logo displayed on Festival website hyperlinked to Company website

Special recognition in all marketing materials and mediums

Prime positioning on all Festival signage

*This level of sponsorship also has a special customization aspect which can be
Furthered detailed once an agreement is reached.*

PREMIERE SPONSORSHIP



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Platinum Level Sponsorship - \$15,000

As the Platinum Sponsor, you will receive the following:

- Twenty (20) VIP Weekend Passes, which include entry to the corporate tent
- Twenty (20) General Admission Tickets
- Two (2) backstage passes for the entire Festival
- Two (2) venue parking passes
- Twenty (20) passes to the *Pahokee Heritage Music Festival Opening Reception*
- Introduction and photo opportunity with celebrity host and artist on opening night
- Company Logo displayed on main stage and side stage screens
- Name recognition during the Festival press conference
- One (1) vendor booth for Company advertising
- Logo display on Festival banner at all event gate entrances
- Listing in Press Release as an event sponsor
- Highlighted as Sponsor on Festival guide distributed throughout region
- Inclusion in all pre- and post- promotional materials
- Logo displayed on Festival website hyperlinked to Company website
- Special recognition in all marketing materials and mediums
- Prime positioning on all Festival signage

Gold Level Sponsorship - \$10,000

As the Gold Sponsor, you will receive the following:

- Ten (10) VIP Weekend Passes, which include entry to the corporate tent
- Twenty (20) General Admission Tickets
- Two (2) backstage passes for the entire Festival
- Two (2) venue parking passes
- Ten (10) passes to the *Pahokee Heritage Music Festival Opening Reception*
- Company Logo displayed on main stage and side stage screens
- Name recognition during the Festival press conference
- One (1) vendor booth for Company advertising
- Logo display on Festival banner at all event gate entrances
- Listing in Press Release as an event sponsor
- Listing as Sponsor on Festival guide distributed throughout region
- Inclusion in all pre- and post- promotional materials
- Logo displayed on Festival website hyperlinked to Company website
- Company Listing in all marketing materials and mediums



PLATINUM & GOLD SPONSORSHIP

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SILVER, BRONZE & COMMUNITY PARTNERSHIP

Silver Level Sponsorship - \$5,000

As a Silver Sponsor, you will receive the following:

- Ten (10) VIP Weekend Passes, which include entry to the corporate tent
- Ten (10) General Admission Tickets
- Two (2) backstage passes for the entire Festival
- Two (2) venue parking passes
- Five (5) passes to the *Pahokee Heritage Music Festival Opening Reception*
- Company Logo displayed on side stage screens
- One (1) vendor booth for Company advertising
- Logo display on Festival banner at all event gate entrances
- Listing in Press Release as an event sponsor
- Inclusion on all Festival signage and marketing materials
- Logo displayed on Festival website

Bronze Level Sponsorship - \$2,500

As a Bronze Sponsor, you will receive the following:

- Five (5) VIP Weekend Passes, which include entry to the corporate tent
- Ten (10) General Admission Tickets
- Two (2) venue parking passes
- Two (2) passes to the *Pahokee Heritage Music Festival Opening Reception*
- Company Logo displayed on side stage screens
- One (1) vendor booth for Company advertising
- Logo display on Festival banner at all event gate entrances
- Listing in Press Release as an event sponsor
- Inclusion on all Festival signage and marketing materials
- Logo displayed on Festival website

Community Partner Sponsorship - \$1,000

As a Community Partner, you will receive:

- Two (2) VIP Weekend Passes, which include entry to the corporate tent
- Five (5) General Admission Tickets
- Two (2) passes to the *Pahokee Heritage Music Festival Opening Reception*
- Logo display on Festival banner at all event gate entrances
- Listing in Press Release as a Community Partner Sponsor
- Organization Listing/Logo on all Festival signage



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PLEASE FAX OR EMAIL THIS RESPONSE FORM BY FEBRUARY 3, 2012

SPONSORSHIP BENEFITS WILL BE BASED UPON OPTIONS AVAILABLE AT TIME OF RESERVATION

Please fax or email this response form by February 3, 2012. Sponsorship benefits will be based upon options available at time of reservation.

Name: _____

Title: _____

Company: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____

My company would like to sponsor the **Pahokee Heritage Music Festival** at the following level (Please check appropriate box):

- | | |
|--|----------------------------------|
| <input type="checkbox"/> TITLE | \$20,000 |
| <input type="checkbox"/> PLATINUM | \$15,000 |
| <input type="checkbox"/> GOLD | \$10,000 |
| <input type="checkbox"/> SILVER | \$5,000 |
| <input type="checkbox"/> BRONZE | \$2,500 |
| <input type="checkbox"/> COMMUNITY PARTNER | \$1,000 |
| <input type="checkbox"/> GIFT / DONATION | \$ _____ (Sponsor Logo Featured) |

Authorized Representative Signature

Date

Print corporation/business name as it should appear on promotional media

All company logos and branding materials should be 300dpi in JPG or EPS format. Please call if assistance is required. Thank you for your support!

Please make your check payable to the **City of Pahokee**

Submit Sponsorship Reservation Form and Payment to:

The Mosaic Group

2930 Okeechobee Blvd. Ste 205 | West Palm Beach, FL 33409

Sponsor Contact: Ann Marie Sorrell - P. 561.531.4046 F. 866.711.0987 E. asorrell@upscalebymosaic.com

FOR INTERNAL USE ONLY

RCVD: _____ Staff: _____
Follow Up: _____ Conf: _____

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WWW.CITYOFPAHOKEE.COM
561.285.2473

TICKETS ON SALE
NOVEMBER 12, 2011

