



WEEKI WACHEE SWAMP FESTIVAL

At Weeki Wachee Springs State Park

2017 Sponsorship Proposal

Weeki Wachee Swamp Festival at beautiful Weeki Wachee Springs State Park on SR 50 & US 19 in Hernando County on March 3-5, 2017.

The Swamp Fest has grown from a small local community fundraising festival to a statewide annual event, attracting thousands of fun seekers daily, and featuring more than a hundred arts, crafts, and food vendors.

Along with a great variety of food to enjoy, the entertainment program includes dancers, folk, country, and instrumental music throughout the weekend. The "Swamp Monster" contest has always been a favorite with the crowd and with clever and wildly creative costumes, kids and adults alike vie for the cash prizes. In addition, there are raffle tickets available for purchase for drawings done throughout the three day event. Local businesses have donated over 200 prizes to be won.

Swamp Fest allows us to donate to many organizations including, ARC Nature Coast, People Helping People, SCUBAnauts International, 100 Acre Woods, Mote Marine Lab, Jericho Road, Boy Scout Troop #433, and many more organizations.

The festival is run by a passionate and dedicated all volunteer committee whose combined skills make it a true community event. The Weeki Wachee Swamp Festival is focusing on marketing, sponsorships, and increased interaction for sponsors at the festival.

Currently, we are seeking your help in order to attain the goals of the festival through cash and/or in-kind donations in exchange for a sponsorship package. There are VENDOR and ADVERTISING opportunities for sponsors.

Last year sponsors included: The Tampa Bay Times, Lowman Law Firm, Terlep Chiropractic, Publix Super Markets Charities, Coastline Realty Service, Florida Concerts Talent and Booking, Campitiello's, Mobility Styles, Florida Lottery, Dunkin' Donuts, Gator Printing & Design and many more.

It is our belief that your partnership will be a positive and rewarding experience for your business, the local community, and the Weeki Wachee Swamp Festival. Together we can promote this unique community festival. We greatly appreciate your support and would like to take the opportunity to thank you in advance for taking your time to consider participating in the Weeki Wachee Swamp Festival.

Sincerely,

Katherine Edwards Sponsorship Coordinator
www.swampfestweekiwachee.com



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SPONSOR/DONOR GUIDELINES

All contributing sponsors will be announced throughout the event from the entertainment stage

MERMAID SPONSOR: \$1500.00 or more

- Financial contribution and/or major assistance with essential service.
- Exclusivity in primary sponsor category and first right of refusal year to year.
- Name and/or logo in newspaper print media.
- Opportunity to display banner or sign at event.
- Name and/or logo included in event flyers, website and special recognition displays if space permits.
- Opportunity to display company promotional materials at your free booth
- 2 T-Shirts and 4 passes to event.

SWAMP MONSTER SPONSOR: \$1000 - \$1499

- Financial contribution and/or major assistance with essential service.
- Name and/or logo in newspaper print media.
- Opportunity to display banner or sign at event.
- Name and/or logo included in event flyers, website and special recognition displays if space permits.
- Opportunity to display company promotional materials at your free booth
- 2 T-Shirts and 2 Free Passes to Event

MANATEE SPONSOR: \$600 - \$999

- Financial contribution and/or assistance with essential supplies or service.
- Name and/or logo in newspaper print media.
- Opportunity to display banner or sign at event.
- Name and/or logo included in event flyers, website and special recognition displays if space permits.
- Opportunity to display company promotional materials at your free booth
- 2 Free Passes to Event

TURTLE SPONSOR: \$300 - \$599

- Financial contribution and/or assistance with essential supplies or services.
- Opportunity to display banner or sign at event if space permits.
- Name only included in event flyers, website and special recognition displays if space permits.
- Opportunity to display company promotional materials at your free booth

PELICAN PRIZE DONOR:

Donation of one or more merchandise gifts, gift certificates or other items to be given away in hourly drawings during the three-day event. Minimum \$5 value with no maximum and should not require any additional purchase to claim. Prizes will be a reflection of your business and each one is an opportunity to promote it.

- Recognition at event at the time prize is awarded. Business names and prizes will be announced from the stage so the audience, as well as the winner, will hear about your business, which will be a way to introduce potential new customers to your service.

Please Note:

- Prize donations do not count toward sponsorships.
- All displays, signs, banners, related materials and equipment must be supplied by sponsors and approved by the SWAMP FESTIVAL COMMITTEE.



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2017 General Facts Sheet

- SUMMARY:** Good, old-fashioned family fun, “swamp”-themed festival. Enjoy the relaxed, casual atmosphere in beautiful Weeki Wachee Springs State Park
- DATE & TIME:** Friday, March 3, 2017 9:00 AM – 5:00 PM
Saturday, March 4, 2017 9:00 AM – 5:00 PM
Sunday, March 5, 2017 9:00 AM – 4:00 PM
- SET-UP:** Thursday, March 2, 2017 9:30 AM – 5:00 PM
- LOCATION:** Weeki Wachee Springs State Park (located on the corner of SR 50 & US 19)
6131 Commercial Way, Spring Hill, FL 34606
- ATTENDANCE:** 5,000 to 7,000 projected
- COST:** Cash entry fee*: **\$8** Adults **\$4** Children 6-12 **Free** for Children 5 and under
These prices are discounted from the regular park fee of \$13 Adults, \$8 Children
- FREE** shuttle from remote parking Believers Christian Fellowship
7410 Commercial Way • Weeki Wachee • Just North of SR 50
- FEATURES:** Arts & Crafts, Non-stop Entertainment, “Swamp” Food, Swamp Monster Contest, Hourly Prize Drawings, Public Service Exhibits, and all the State Park has to offer
- ENTERTAINMENT:** Variety of live music throughout the festival
- FOOD:** A variety of Swamp Food
- ORGANIZERS:** Hernando Environmental Land Protectors (H.E.L.P.), Weeki Wachee Area Club, & Weeki Wachee Crime Watch (all local non-profit organizations)
- INFORMATION:** www.swampfestweekiwachee.com
www.facebook.com/weekiwacheeswampfest
www.coastalhernando.com/swampfest



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(An all-Volunteer Organization)

With your contribution's we are able to make yearly donations to the following organizations

- American Cancer Society
- Arc of the Nature Coast
- 100 Acre Wood Wildlife Rehabilitation
- Boy Scout Troop #433
- Civil Air Patrol
- Hernando Beach Marine Safety
- Hernando Beach VFW
- Hernando Christian Academy
- Hernando County Sheriff's Explorer Post 409 (Chartered by the National Scouts of America)
- Hernando Environmental Land Protectors (H.E.L.P.)
- Jericho Road Homeless Shelter
- Mote Marine Laboratory & Aquarium
- People Helping People in Hernando County
- Save the Manatee Program
- SCUBAnauts International (Marine Science Education Program for men & women age 12-18)
- Spring Coast Environment Education Center
- The Dawn Center
- United States Coast Guard Auxiliary (Flotilla 15-8 Hernando Beach)
- Weeki Wachee Area Club
- Weeki Wachee Crime Watch

In the past we have also donated to the following organizations

- Audubon Society
- Chinsegut Hill
- 4-H Club
- Guardian Ad Litem
- Gulf Coast Academy
- Hernando Beach Volunteer Fire Department
- Hernando County Boys & Girls Club
- Hernando County Recreation Dept. Youth Camps
- Holy Ground Homeless Shelter (Pasco County)
- Hospice
- Salvation Army
- Sierra Club (Gulf Coast)
- Spring Hill Fire Police
- Suncoast Sea Bird Sanctuary
- Weeki Wachee Wildlife Preserve
- West Hernando Christian School



WEEKI WACHEE SWAMP FESTIVAL

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2017 Sponsor Registration

Please print:

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code _____

Home Phone: _____ Cell Phone: _____

Email Address: _____

SPONSORSHIP LEVEL

Financial or in-kind donation accepted

_____ **Eagle - \$20,000 and up**

_____ **King Neptune Stage Sponsor - \$3500 and up**

_____ **Mermaid - \$1500 and up**

_____ **Swamp Monster - \$1000 - \$1499**

_____ **Manatee - \$600 - \$999**

_____ **Turtle - \$300 - \$599**

Do you want booth space at event? _____ Yes _____ No

Please indicate setup date:

[] Thursday, March 2, 2017, 9:30am to 5:00pm

[] Friday March 3, 2017, 6:15am to 8:00am

Trailer (to be parked in lot): _____ Gate Passes (up to 2): _____

Make checks payable to: Weeki Wachee Swamp Festival

DONATION: Would you care to donate a gift as a prize at the event? Yes No

All registrants agree for themselves and all affiliated persons to comply with event rules and regulations and to hold harmless the WEEKI WACHEE SWAMP FESTIVAL, its officers, workers, sponsoring organizations, Weeki Wachee Springs State Park and other participants from any liability for damage or injury resulting from participation in this event.

Please send registration to:
Weeki Wachee Swamp Festival
C/O Katherine Edwards
Sponsorship Coordinator
7442 Shoal Line Blvd
Weeki Wachee, FL 34607



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Swamp Festival Rules

- Upon arrival, participants must check in to receive their booth assignments. Spaces are pre- assigned and ARE FINAL. All booths must be set up by 8 AM Friday. Someone from the prize booth will stop by your booth to pick up the donated item.
- Coffee & treats will be available at no charge in the Enchanted Ballroom until 9 AM each morning
- Participants must be present during the entire festival. (No one is permitted to breakdown their booth before 5 PM on Friday & Saturday and 4 PM on Sunday). Failure to follow this rule will result in ineligibility for future Swamp Fest events.
- Participants must prominently display the ID card showing name and space number on your tent and the parking pass must be prominently displayed in your vehicle (provided in Sponsor Packet to be picked up at Vendor check-in).
- Participants are required to provide their own tents, tie down weights, tables, chairs, etc. and have complete responsibility for their own exhibits. Please keep all areas clean and dispose of trash in designated places.
- Electricity is available for an added fee of \$35. Space is limited. Generators allowed with noise level not exceeding 70 decibels.
- Animals/Pets are not permitted in Weeki Wachee Springs State Park. Please make other arrangements.
- No vehicles are permitted on event site. Vehicles must be parked in APPROVED parking spaces (far end of the lot) or they will be towed at the owner's expense. For the convenience of all, please unload your vehicle and move to the approved parking area as quickly as possible.
- The committee reserves the right to ask participants not complying with these rules to remove their exhibit from the festival with forfeiture of all fees.

Swamp Festival Release:

All applicants agree for themselves and all affiliated persons to comply with event rules and regulations and to forever discharge the Weeki Wachee Swamp Festival, its officers, volunteers, sponsoring organizations, Weeki Wachee Springs State Park and other participants from all matters of actions, suits, damages, claims and demands whatsoever in law or equity, from any loss of damage to the undersigned property while in possession, supervision or auspices of the Weeki Wachee Swamp Festival, Weeki Wachee Springs State Park, its agents, representatives or volunteers/employees.

I declare that all of the statements in the application are truthful and correct statements and representative of my art/craft and the art/craft I will bring to the festival. I understand that if in the sole opinion of the festival committee, my application or art/craft contains fraudulent or incorrect statements I may be ruled ineligible for the festival or removed from it at any time. Penalties after the determination of ineligibility or removal will include forfeiture of participation in future Swamp Fest events. I agree to abide by the Festival Rules and understand the Weeki Wachee Swamp Fest Committee reserves the right to make the final interpretation of all rules.

I understand that uncivil behavior or breach of professional decorum will be cause for immediate expulsion from Festival grounds.

Applicants Signature: _____ Date: _____