



**Habitat**  
**for Humanity**<sup>®</sup>  
of Brevard County, Inc.

March 5, 2011

Sponsorship Request for the:

**Habitat for Humanity of Brevard County, Inc.**  
**24th Annual Strawberry Festival**

March 17<sup>th</sup> & 18<sup>th</sup> 2012

For the past 23 years, Habitat for Humanity of Brevard County, Inc. (HABITAT) Annual Strawberry Festival has drawn over 20,000 vendors and participants from all over Central Florida. The festival is the signature event, done once a year, by this affiliate.

HABITAT's mission is to eliminate substandard and inadequate housing in Brevard County. HABITAT has served over 270 families throughout Brevard County since 1985 and has the goal of constructing 20 houses each year. Our objective is to partner with very low- and low-income families; working families looking for a "hand up", not a "hand out". The goal can only be accomplished through the support of the community.

I ask you to review the attached sponsorship package and consider becoming a sponsor for the 24<sup>th</sup> Annual Strawberry Festival. As a Festival sponsor, you can become part of the solution in addressing the County's affordable housing needs. Your company may even be eligible for State of Florida tax credit opportunities. If you would like additional information concerning this request or participating in some other way with HABITAT, I would be delighted to talk with you about the opportunities available.

Direct all sponsorship questions to Lisa Barr at (321) 728-4009 x102 or email [kim@brevardhabitat.com](mailto:kim@brevardhabitat.com). Please complete and return your sponsorship agreement by January 8, 2012 to help us meet our festival printing and media deadlines.

Thank you for your consideration. Together, we can build homes with families in need and make dreams come true!

Sincerely,

J. L. Gassman  
President & CEO

*An Equal Opportunity Employer and Housing Organization*

**Festival Sponsor Package**  
**24th ANNUAL**  
**STRAWBERRY FESTIVAL**

**Festival Dates: March 17<sup>th</sup> & 18<sup>th</sup> 2012**

Supporting the Habitat for Humanity of Brevard County Strawberry Festival provides an excellent opportunity to feature your company in one of the community's most recognized family events. Event sponsors highlight their status as leaders in the community while helping provide simple, decent, affordable housing opportunities through the work of Habitat. We invite you to review the sponsorship package and select one to represent your business or organization.



*Confirmation of sponsorship must be received by January 8, 2012 to meet media publishing goals.*

**PRESENTING SPONSOR \$15,000**

- Company name and logo prominently displayed in all marketing advertisements promoting the event to include: Event Posters; T-shirts; TV Promotions; Radio Promotions; Official Festival Program Guide, & Print Ads as the Habitat for Humanity of Brevard County 24<sup>th</sup> Annual "Strawberry Festival" Presenting Sponsor.
- Verbal recognition throughout the 2 day festival from the Pavilion and Main Stage Areas
- Corporate signage strategically placed throughout the event
- A 10 x 10 space with table and 2 chairs to advertise business and to distribute promotional materials
- Prominent display of company name and logo on the Habitat website for 1 year
- Customized Event Day Festival Package: We will work with you to create a special event day package for 15 people

**EVENT SPONSORS (\$7,500)**

Please note the additional benefits pertaining to the sponsorship of each area:

**Kid's Korner (Saturday & Sunday)**

A large self-contained fun zone for kids of all ages. Area includes tasty treats; games; inflatables; face painting; pony rides; rock climbing wall, etc. One of the largest and most visited area of the festival.

**Open Car/Bike Show & Entertainment**

*Car Show (Saturday Only)*

\*Participates in the selection of car show winners and the post show awards presentations.

*Pavilion Stage Entertainment (Saturday & Sunday)*

\*Opportunity to be introduced and to introduce various entertainment acts on Saturday on the Pavilion Stage

*Main Stage Music Festival (Sunday only)*

\*Participate as the host of the 4<sup>th</sup> Annual Strawberry Festival Music Festival

All event sponsors receive the following:

- Company name and logo display in all marketing, media presentations and day of event materials including flyers, t-shirts, festival program guide, posters, and media advertisements as an area sponsor.

- Recognition from Festival Stages
- Sponsor booth (10 x 10) in the area sponsored at the event
- Company recognition at festival entrance (Two 2 X 6 banners)
- Festival Sponsorship Package
  1. Festival Plaque
  2. Complimentary Pancake Breakfast/Strawberry Shortcake (5 each)
  3. Complimentary Berry Bucks (\$50.00)
  4. T-shirts (5)

## **AREA SPONSORS (\$5,000)**

Please note the additional benefits pertaining to the sponsorship of each area:

### **Pancake Breakfast (Saturday & Sunday)**

\*Opportunity to participate as a presenter in the Festival T-shirt Awards Ceremony held during the pancake breakfast.

### **Arts and Crafters (Saturday & Sunday)**

\*Company name and logo on all arts and crafter applications and special ad announcements promoting this venue of the festival.

### **Volunteer Retreat (Saturday & Sunday)**

\*An opportunity to promote your company throughout this area. Set up company information and meet all of the festivals participating volunteers.

### **Food Court (Saturday & Sunday)**

\*Opportunity to have your company name and logo present at each vendor area as the area sponsor

### **Berry Patch 5K Run (Sunday Only)**

\*An opportunity to lead the way with the 2<sup>nd</sup> Annual Strawberry Festival, 5K Run. Set up company information both days at the event. Have a team run in the race and participate in the race awards ceremony.

All area sponsors receive the following:

- Company name and logo display in all marketing, media presentations and day of event materials including flyers, festival program guide, posters, and media advertisements as an area sponsor.
- Recognition from Festival Stages
- Sponsor booth (10 x 10) in the area sponsored at the event
- Company recognition at festival entrance (Two 2 X 6 banners)
- Festival Sponsorship Package
  1. Festival Plaque
  2. Complimentary Pancake Breakfast/Strawberry Shortcake (3 each)
  3. Complimentary Berry Bucks (\$25.00)
  4. T-shirts (3)

## **FESTIVAL SUPPORTERS (\$2,500)**

- Company NAME included in Official Festival Program Guide
- Company recognition from Festival Stages
- Name recognition in Printed Advertisements relating to value of sponsorship
- Banner recognition at festival entrance (Two 2 X 6 banners)
- Festival Sponsorship Package:
  1. Framed Certificate of Appreciation
  2. Complimentary Strawberry Shortcakes (2 Tickets)
  3. T-shirts (2)

### **STRAWBERRY SUSTAINERS (\$1,000)**

- Company Name included in Official Festival Program Guide
- Verbal recognition during festival
- Company name printed in media advertisements relating to value of sponsorship
- Company recognition at festival entrance (Two 2 X 6 banners)
- Festival Sponsorship Package:
  1. Certificate of Appreciation
  2. Complimentary Strawberry Shortcakes (2 Tickets)
  3. T-shirts (1)

### **FRIENDS OF THE FESTIVAL (\$500)**

- Company Name included in Official Festival Program Guide
- Verbal recognition during festival

### **MAJOR MEDIA SPONSORS**

- Company name and logo display in all marketing, media presentations and day of event materials including flyers, festival program guide, posters, and media advertisements as an area sponsor.
- Recognition from Festival Stages
- Sponsor booth (10 x 10) in the area sponsored at the event
- Company recognition at festival entrance (Two 2 X 6 banners)
- Festival Sponsorship Package
  1. Festival Plaque
  2. Complimentary Pancake Breakfast/Strawberry Shortcake (5 of each)
  3. Complimentary Berry Bucks (50.00)
  4. T-shirts (5)

