

37th Annual Light Up Ocala

Saturday, November 21, 2020

4 – 9 p.m.

Downtown Ocala

Sponsorship Opportunities

The City of Ocala takes pride in offering a variety of events for our residents providing quality of life opportunities that promote a sense of community and belonging. Themed events have proven popular with residents and our visitors, and present a great opportunity for businesses to increase brand awareness, establish rapport with potential customers, generate leads, and foster an image of civic-mindedness. To enjoy these benefits and more, we invite you to join us as a sponsor of the 37th Annual Light Up Ocala!



Amy Casaletto

Community Special Events Manager

Ocala Recreation and Parks

acasaletto@ocalafl.org

352-368-5517

Downtown Square Stage Sponsor - \$5,000

Benefits and Media Recognition

- Reserved 10' x 10' booth space and tent, with one table plus linen & two chairs
- Company name and/or logo recognition on:
 - Respective stage banner/signage
 - Event webpage with hyperlink to company website
 - Social Media page(s) as applicable
 - Event Sponsor Board(s) & Event Program (if applicable)
 - Digital & print marketing materials including but not limited to: billboards, posters, and postcards (some items may be date sensitive)
- On-stage verbal recognition
- One (1) on-stage speaking opportunity
- Six (6) passes to VIP Hospitality Area

Citizens' Circle Stage Sponsor - \$3,000

Benefits and Media Recognition

- Reserved 10' x 10' booth space and tent, with one table plus linen & two chairs
- Company name and/or logo recognition on:
 - Respective stage banner/signage
 - Event webpage with hyperlink to company website
 - Social Media page(s) as applicable
 - Event Sponsor Board(s) & Event Program (if applicable)
 - Digital & print marketing materials including but not limited to: billboards, posters, and postcards (some items may be date sensitive)
- On-stage verbal recognition
- One (1) on-stage speaking opportunity
- Five (5) passes to VIP Hospitality Area

Midtown Stage Sponsor - \$2,000

Benefits and Media Recognition

- Reserved 10' x 10' booth space and tent, with one table plus linen & two chairs
- Company name and/or logo recognition on:
 - Respective stage banner/signage
 - Event webpage with hyperlink to company website
 - Social Media page(s) as applicable
 - Event Sponsor Board(s) & Event Program (if applicable)
 - Digital & print marketing materials including but not limited to: billboards, posters, and postcards (some items may be date sensitive)
- On-stage verbal recognition
- One (1) on-stage speaking opportunity
- Four (4) passes to VIP Hospitality Area

Whoville Sponsor - \$2,000

Benefits and Media Recognition

- Reserved 10' x 10' booth space and tent, with one table plus linen & two chairs
- Company name and/or logo recognition on:
 - Signage at the entrance to Whoville
 - Event webpage with hyperlink to company website
 - Social Media page(s) as applicable
 - Event Sponsor Board(s) & Event Program (if applicable)
 - Digital & print marketing materials including but not limited to: digital graphics, posters, and postcards (some items may be date sensitive)
- On-stage verbal recognition
- Three (3) passes to VIP Hospitality Area

Character Sponsor - \$1,500

Santa Claus, Christmas Tree, Living Angels, Toy Soldiers, Punch and Judy Show, Giant Snowglobe

Benefits and Media Recognition

- Reserved 10' x 10' booth space and tent, with one table plus linen & two chairs
- Company name and/or logo recognition on:
 - Signage at your respective characters' location
 - Event webpage with hyperlink to company website
 - Social Media page(s) as applicable
 - Event Sponsor Board(s) & Event Program (if applicable)
 - Digital & print marketing materials including but not limited to: digital graphics, posters, and postcards (some items may be date sensitive)
- On-stage verbal recognition
- Three (3) passes to VIP Hospitality Area
- *Characters are available to those sponsors who select them first with payment form completed. Since character sponsors will be represented through mobile acts, all sponsor logos will be placed either on or near the character's staging area.*

Jr. Sunshine Parade Sponsor - \$1,200

Benefits and Media Recognition

- Reserved 10' x 10' booth space and tent, with one table plus linen & two chairs
- Company name and/or logo recognition on:
 - Event webpage with hyperlink to company website
 - Social Media page(s) as applicable
 - Event Sponsor Board(s) & Event Program (if applicable)
 - Digital & print marketing materials including but not limited to: digital graphics, posters, and postcards (some items may be date sensitive)
- On-stage verbal recognition
- Two (2) passes to VIP Hospitality Area
- Opportunity to participate in the Jr. Sunshine Christmas Parade with business banner.

Event Sponsor - \$1,000

Benefits and Media Recognition

- Reserved 10' x 10' booth space and tent, with one table plus linen & two chairs
- Company name and/or logo recognition on:
 - Event webpage with hyperlink to company website
 - Social Media page(s) as applicable
 - Event Stage Banner
 - Event Sponsor Board(s) & Event Program (if applicable)
 - Digital & print marketing materials including but not limited to: digital graphics, posters, and postcards (some items may be date sensitive)
- On-stage verbal recognition
- Two (2) passes to VIP Hospitality Area

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Sponsorship Agreement

Sponsor Name: _____

Contact Name: _____

Address: _____

Phone: _____

Email: _____

<i>Sponsorship Level</i> (Please check one)
<input type="checkbox"/> Downtown Square Stage Sponsor - \$5,000
<input type="checkbox"/> Citizens' Circle Stage Sponsor - \$3,000
<input type="checkbox"/> Midtown Stage Sponsor - \$2,000
<input type="checkbox"/> Whoville Sponsor - \$2,000
<input type="checkbox"/> Character Sponsor - \$1,500
<input type="checkbox"/> Jr. Sunshine Parade Sponsor - \$1,200
<input type="checkbox"/> Event Sponsor - \$1,000

Required Information

Please indicate if you intend to use your own branded tent or if you wish to have one provided. (Tents limited to 10'X10').

Using own branded tent

Request tent be provided

Your agreement includes **ONE** table and **TWO** chairs. Please indicate if you need additional items:
Extra tables required _____ Number of Extra chairs required _____

Electrical Needs (*select one*)

20amp

30amp

50amp

None

*Please note access to electrical power is very limited and cannot be guaranteed.

Sponsorship agreement, company logo (email), and payment can be returned to:

City of Ocala – Recreation and Parks Department
Attn: Amy Casaletto
828 NE Eighth Avenue Ocala, Florida 34470
acasaletto@ocalafl.org
352-368-5517 (office)
352-368-5514 (fax)