

9TH ANNUAL

Cattle Drive Cowboy Round-Up

Saturday, February 13, 2021 | 10 a.m. - 2 p.m. | Tuscawilla Park

SPONSORSHIP OPPORTUNITIES



Partnered with the Rotary Clubs of Marion County, benefitting the Discovery Center



Why Sponsor the Cattle Drive & Cowboy Round Up?

The City of Ocala takes pride in offering a variety of public events, festivals, and concerts for our residents, providing them with the type of 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. Festivities will include live music, cattle drive, cowboy demonstrations, dancin', grub, cowboy merchants, youth activities and much more! We are expecting approximately 5,000 participants to attend this festival. To enjoy these benefits and more, we invite you to join us as a sponsor of the 8th Annual Cattle Drive and Cowboy Round Up!

RANCH OWNER SPONSOR- \$5,000

The Ranch Owner Sponsor will be recognized as the Presenting Stage Sponsor. In a performance setting all eyes are on the stage. Make sure they are seeing your name in big bold letters as a stage sponsor for the Cattle Drive and Cowboy Roundup!

Benefits and Media Recognition

- Category exclusivity
- Reserved 10' x 10' booth space and tent, with one table & 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 "Cracker Times"
 - Digital & print marketing materials including but not limited to: billboards, radio, posters, and postcards (some items may be date sensitive)
- On-stage verbal recognition
- Six (6) passes to Sponsor's Ridge

SHUFFITT ARENA SPONSOR - \$2,500

The Shuffitt Arena showcases our ranching heritage with thrilling demonstrations and comedy acts. Take a step back in history and put a smile on your face.

Benefits and Media Recognition

- Reserved 10' x 10' booth space and tent, with one table & 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 "The Cracker Times"
 - Digital & print marketing materials including but not limited to: billboards, radio, posters, and postcards (some items may be date sensitive)
- On-stage verbal recognition
- Four (4) passes to Sponsor's Ridge

KID'S CORRAL SPONSOR - \$2,500

Help us make this another great family-friendly event by sponsoring our Kids Corral and watch their excitement as they meet real cowboys and take part in cowboy-themed kid's activities.

Benefits and Media Recognition

- Reserved 10' x 10' booth space and tent, with one table & 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 "The Cracker Times"
 - Digital & print marketing materials including but not limited to: billboards, radio, posters, and postcards (some items may be date sensitive)
- On-stage verbal recognition
- Four (4) passes to Sponsor's Ridge

COWBOY SPONSOR - \$1,000

As a Cowboy Sponsor you'll help bring reenactors, demonstrators and performers that put us in touch with our heritage.

Benefits and Media Recognition

- Reserved 10' x 10' booth space and tent, with one table & 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 "The Cracker Times"
 - 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 Sponsor's Ridge

CATTLE SPONSOR - \$500

It takes a posse of volunteers, staff and several wagonloads of material to put on the festival. By being a Cattle Sponsor you are helping make this rapidly growing event a reality!

Benefits and Media Recognition

- Reserved 10' x 10' booth space and tent, with one table & 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 "The Cracker Times"
 - Digital & print marketing materials including but not limited to: digital graphics, posters, and postcards (some items may be date sensitive)
- Two (2) passes to Sponsor's Ridge

SPONSOR TERMS & STIPULATIONS

Check-in, Set-up and Breakdown

- All sponsors are required to check in with the designated event zone coordinators, who will be present to meet them at the check-in area. Maps will be provided to all sponsors with check-in information prior to the event.
- Set-up begins at 7 a.m. and should be complete and ready for inspection by 9 a.m.
- Sponsors may drive into the event zone as guided by the zone coordinators and may park in the assigned parking spaces after unloading the equipment/products.
- Exhibits must be open and staffed for the entire duration of the event.
- Break down can begin at 2p.m., but no vehicles will be allowed into the event area until 2:30p.m. So as not to present an unwelcoming image to the public, early breakdown is prohibited.

Additional Guidelines

- Sponsors receive prime placement for their tents, however requests for a particular Sponsor space cannot be guaranteed. The final location will be assigned by the City in keeping with goals to provide a quality event zone.
- We encourage our event sponsors to promote their attendance at and involvement in the event. However, the following cannot be done by any vendor or sponsor:
 - Create/sell items bearing the event name or likeness
 - Create/sell items bearing the event logo
 - Use copywritten photos/materials as your own
 - Create events on Facebook (or any other social media/website) using official event name or logo. However, links to the Recreation and Parks Facebook page/event page and our website are permitted.
- Please contact the Ocala Recreation and Parks Marketing Department for questions regarding digital or print marketing and for approved promotional materials.
- While professional behavior and themed dress is required and will be determined at the sole discretion of the City of Ocala, we encourage Sponsors to have fun personalizing their costumes.
- Small radios are allowed. Amplification equipment is NOT permitted at booths.
- Sponsors and vendors are **PROHIBITED FROM SMOKING WITHIN THE EVENT SITE.**
- Sponsors are prohibited from having animals within the confines of the event, except for legitimate service animals as authorized by State Statute and ADA standards. (Exception for ranch animals – horses, cattle, cattle dogs utilized by the cattle drive reenactors).
- “Pushing” sales to passing customers is prohibited.
- Sponsors are responsible for collecting and reporting sales tax on all sales.

9th Annual
Cattle Drive *Cowboy*
★—and—★
Round-Up

Saturday, February 13, 2021 | 10 a.m. - 2 p.m. | Tuscawilla Park

Sponsor Name: _____

Contact Name: _____

Address: _____

Phone: _____

Email: _____

Sponsorship Level (Please check one)
<ul style="list-style-type: none"><input type="radio"/> \$5,000 – RANCH OWNER SPONSOR<input type="radio"/> \$2,500 - SHUFFITT CORRAL SPONSOR<input type="radio"/> \$2,500 – KID’S CORRAL SPONSOR<input type="radio"/> \$1,000 - COWBOY SPONSOR<input type="radio"/> \$500 - CATTLE SPONSOR

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

Apart from the one table and two chairs provided with your sponsorship, if you need additional tables or chairs for the event, please indicate the number additional items:

Extra tables required _____ 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