



## ***NORTHDALE CIVIC ASSOCIATION***

### **Family Fun Festival & Parade: Sponsorship Letter**

**Northdale**, February, 2008—The Northdale Civic Association is once again preparing to host its annual Family Fun Festival, the largest organized event in Northdale and one of the largest community events in all of Hillsborough County. Last year, the event attracted over 3,500 people and over 50 sponsors. This neighborhood festival event was covered by Channel 8 News, the Tampa Tribune, the St. Petersburg Times, the Carrollwood News, the Community Forum, the Northdale Newsletter and has won Hillsborough County's *Special Event of the Year Award*. The festival will take place April 19, 2008 at Northdale Park, 15550 Spring Pine Dr, Tampa.

This year's event kicks off at 10:45 A.M. **with a parade** featuring the Gaither High School Band marching down Mapledale Drive to Northdale Park. The festival entertainment features live music and entertainment. The vendor-sponsored food gallery highlights the best restaurants and eateries in the Northdale and Carrollwood area. There will be canopies where attendees can enjoy their food and soak in the atmosphere. There will also be children's games, dance clubs and sporting club demonstrations, as well as face-painting. The **Northdale OWLS** (*Older, Wiser, Lively, Seniors*) co-ed seniors' club will be present. The University Community Hospital Health Express Bus is expected to be the focal point for first aid. Also on-site the Hillsborough County Sheriff's pursuit helicopter, assault tank, the Sheriff's Posse (mounted horses), motorcycles, *Benny The Beetle*, and more.

The best part about the festival is that it is **FREE!** For sponsors this means a large turn-out, with a happy crowd, that is anxious to support those that support their community. Sponsors are also mentioned in all press releases and are featured in the Northdale Newsletter. The Northdale Newsletter is the only community-sponsored publication in Northdale and is distributed to over 2700 homes in the community. The exposure is great and the cause is fantastic. And there is no better value. There are a sundry of ways to sponsor the event as follows:

**Platinum Event Sponsorship:** The Platinum sponsor will sponsor the face-painting and have the ability to distribute promotional materials at that location. The platinum sponsor can also have promotional vehicles on site. The platinum sponsor will be able to say a few words at the festival on the stage and will be noted several times throughout the event. The platinum sponsor will be mentioned in press releases and will have the most prominent feature in the Northdale Newsletter. The cost of investing in the Northdale community for this event is **\$1,500**. This investment is used to pay for the rock-climbing wall, (or similar activity). Provided signage will say, "rock-climbing wall sponsored by \_\_\_\_\_."

**Gold Partnership Sponsorships:** Gold sponsors have the ability to have promotional material available at the event. Gold Sponsors get 2 tables & 4 chairs - **Free standing - you bring a Kiosk**. They will be introduced by the event emcee. They will also have a prominent feature in the Northdale Newsletter and will be noted in press releases. The cost of investing in the Northdale community for this event is **\$750**. This investment is used to pay for the stage or the food gallery. Gold sponsors will have signage on the stage—the center of the event or signage at the food gallery, the most often visited site at the event. Provided signage will say "sponsored by \_\_\_\_\_."

**Titanium Vendor Sponsorships:** Titanium sponsors will have the ability to have promotional material available at the event. Titanium Sponsors get 2 tables & 4 chairs - **Free standing - you bring a Kiosk**. They will be mentioned several times by the emcee at the event. They will also be featured in the Northdale Newsletter and have the opportunity to insert a business flier in our Newcomer's Welcome basket. The cost of investing in the Northdale community for this event is **\$500**.

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**Pewter Player Sponsorships:** Pewter sponsors will have the ability to have promotional material available at the event. Pewter Sponsors get 2 tables & 4 chairs - **Free standing - you bring a Kiosk.** They will be mentioned by the emcee at the event. They will also be featured in the Northdale Newsletter. The cost of investing in the Northdale community for this event is **\$300.**

**Bronze Handshake Sponsors:** Bronze sponsors will be given a table where they can promote their goods and services. Tables are assigned day of event, first-come, first-served basis. Bronze sponsors get 1 table & 2 chairs – *under the canopy with other vendors.* **Advertising display must be table-height or lower.** If pre-paid by April 7, 2008, the cost to invest in the community at this minimum level is **\$150.** If paid April 8 through April 19, 2008, add \$50 to make the Bronze Sponsor investment \$200.

*Please note due to a county ordinance, direct selling cannot take place at this event.  
However, sponsors will be entitled to fully promote their materials and get information from potential leads.*

**EVENT HOURS ARE 10:45 AM UNTIL 3 PM  
VENDOR SET-UP TIME IS FROM 7AM UNTIL 9AM  
ALL VENDORS MUST BE IN PARK BY 9AM**

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City/Zip: \_\_\_\_\_

- I want to be part of festivities. Enclosed is a check indicating level of sponsorship.
- I also wish to partake in the parade. Please contact me with details.

Mail Payments to:

**Northdale Family Fun Festival, P O Box 340037, Tampa 33694-0037**

For additional information contact:  
Website: [WWW.NORTHDALE.ORG](http://WWW.NORTHDALE.ORG)

Festival Chairman **Raymond Powell** (813) 264-6157, or  
Parade Organizer **Ruth Zeigler** (813) 962-0397, or  
Festival Business Manager, **Marty Katz** (813) 961-5649, or  
email questions to [BCASTENS@VERIZON.NET](mailto:BCASTENS@VERIZON.NET)