

Sponsorship Opportunities for the Lakeland Rotary Club 2021 Spring Obsession Event

Sponsorship benefits include:

- Face-to-face interaction with over 3,000 potential new customers.
- Opportunity to capture data from potentially thousands of consumers who are interested and eager to buy products and services related to garden, art and the environment.
 - Depending on their sponsorship level, sponsors may have a presence at the event with an exhibit space and/or an appropriate activity.
- Brand association with a well established, first-class community event. Sponsors will be prominently displayed on advertising for the event depending on level of sponsorship.
- Advertising may include posters, event signage, web site, newspaper ads and radio PSAs (all local / regional stations and NPR in Tampa). This event will be advertised in Florida Gardening and Southern Living magazines, for example.

Sponsorship Level at \$250

- Name acknowledgment on event signage

Sponsorship Level at \$500

- Name acknowledgment on event signage & on poster
- Complimentary exhibit space for company where banner may be displayed in your exhibit space
- On site recognition on event day over PA system morning and afternoon
- Web site sponsorship listing with link

Sponsorship Level at \$1,500

- Same as \$500 level PLUS...
- On site recognition over PA system every hour
- Industry Exclusivity in this level
- Logo displayed on poster and in newspaper ad
- Mentioned in Radio advertisement

Sponsorship Level at \$2,500

- Same as \$1500 level PLUS...
- On site recognition over PA system every hour PLUS Special Signage in high traffic areas
- Banner with your company name will be displayed in high traffic areas
- Recognition will specifically be made at the Registration area

Sponsorship Level at \$5,000

- All of previously listed benefits in the \$2500 level PLUS the event will be named after your company, i.e. The Lakeland Rotary Club's Spring Obsession presented by (company name)
- Be involved in donation presentation made to the cause
- All advertising (newspaper, radio, press releases) will include your name

Media Partnerships - Recognition will be based on the partnership value

In-kind Partnerships - Recognition will be based on the partnership value

Customized Partnerships - We can customize your benefits package to meet your marketing goals! Contact us with your ideas!

Spring Obsession, Inc.

Address: P.O. Box 2171, Lakeland, FL 33806 /**Email:** SpringObsession@gmail.com

Spring Obsession, Inc. is a 501 (c) 3 non-profit organization. All gifts to Spring Obsession, Inc. are considered tax-deductible to the extent allowed by law. When you make a tax deductible donation to our event, we will provide written acknowledgement of your donation that can be used for tax purposes.

The Lakeland Rotary Club
Spring Obsession Celebration in Lake Crago on March 13, 2021
Sponsor Agreement/Invoice for 2021

Benefits for the Sponsoring Organization:

- Face to face interaction with over 3,000 potential new customers and community partners.
- Opportunity to capture data from potentially thousands of consumers who are interested and eager to purchase products and services related to garden, art and the environment.
- Our signature sponsor (at the \$5,000 level) will be able to have an exhibit space at the event if they want to participate.
- Our Partner sponsors (at the \$2,500 level) for our "Children's Tent" can have their business's name in these areas or on a banner.
- Brand association with a well-established (16 years), first-class community event.
- Sponsors will be prominently displayed on advertising for the event.
- The higher the level of sponsorship, the greater the exposure.

As a Sponsor we will:

- Provide the Lakeland Rotary Club Spring Obsession Event Committee with a black & white camera ready logo for publication if applicable, to: info@springobsession.org
- Hang an event poster at our location, if applicable.
- Make sponsorship check in the amount of \$ _____

Payable to:

Spring Obsession, Inc.
P.O. Box 2171
Lakeland, Florida 33806

Our company name should be listed as follows: (please print the information below)

Company Name: _____

Signature: _____

Title: _____

Date: _____

Address: _____

Phone & Fax: _____

Email & Web address: _____

We would like booth space*: _____ Yes _____ No * Need to know by March 2nd, 2021

