



## 2010 SPONSORSHIP OPPORTUNITIES

Spotlight Events Entertainment Inc. and its partners are proud to announce the 2<sup>nd</sup>, Annual Sham Rock Festival in 2010 which will take place on March 13, on Hillview Street, Sarasota. Proceeds benefiting The Generoso Foundation which provides awareness for hunger in our community.

This event will attract an audience of over 2,000 who will enjoy traditional Irish entertainment, live music, great food and lots of games & activities for the kids throughout the day.

### **Stand out in your marketplace!**

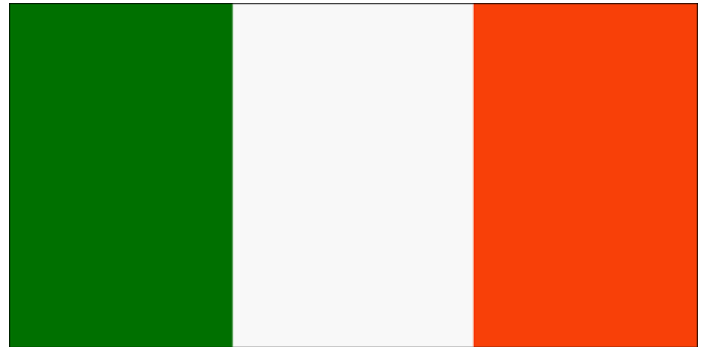
Create a magnificent display that will drive the audience and potential customers to view your display!

Get your employees involved, build moral, or create employee incentives to build the best Irish display at the event. Create "friendly competition" among business rivals. See who can create the best display.

Let us help you create a truly "out of the box" promotion for your company.

This is a unique marketing opportunity to present your business or organization to families in a fun-filled atmosphere.

For more information, contact  
Lazarus Fernandez (941) 879-3345



## How we Market Sham Rock Festival

Sham Rock Festival will be marketed through a multi-faceted approach including, but not limited to:

- Radio advertisements
- Print advertisements
- Television
- All Spotlight Events Web-Sites
- Aggressive public relations campaign including press releases, area media, local schools, local charitable organizations, the City of Sarasota and surrounding towns.

Once again, this year's Festival will have the full support of The City of Sarasota and the Mayor's Office.

## **\$5K – Lead Sponsor**

- Tie into name
- Ability to create product tie-ins and to develop a cause related marketing campaign
  - Sponsorship of Petting Zoo
- Prime location at the festival to create your visually unique St. Paddy's display located near the main entrance
- Sponsor will receive a 20 x 10 or two 10 x 10 tents located near the main entrance
  - Promotion as lead sponsor on all radio advertising
- Promotion as lead sponsor on event flyers (25,000)
  - Promotion on stage as lead sponsor
- Sponsor logo on "thank you" signs located throughout the event
  - Promotion in lead sponsor locations
  - Promotion in media newsletter (60,000 people in Sarasota)
- Promotion in Spotlight Events E-mail Blast (15,000 people)
- Sponsor logo and link on event web site

## **\$3K – Premium Sponsor**

- Sponsorship of family activity area
- Prime location at the festival to create your visually unique St. Paddy's display, space will be located near main entrance
- Sponsor will receive a 10 x 10 tent to be located near food court
- Promotion as premium sponsor on all radio advertising
- Sponsor logo on event flyers (25,000)
  - Promotion in media newsletter (60,000 people in Sarasota)
  - Promotion on stage as premium sponsor
- Sponsor logo on "thank you" signs located throughout the event (provided by Spotlight Events)
  - Promotion in lead sponsor locations
- Promotion in Spotlight Events E-mail Blast (15,000+ people)
- Sponsor logo and link on event web site

## **\$1,500 – Gold Sponsor**

- Prime location at the event
- Sponsor will receive a 10 x 10 tent to be located in prime site
- Sponsor logo on event flyers (25,000)
  - Promotion in media newsletter (60,000 people in Sarasota)
- Promotion in e-mail list (15,000 people)
- Sponsor logo and link on event web site

*With the cooperation of our trade sponsors donating their services, the continuing success of this event will be ensured.*



## Trade Sponsor

- Sponsor will receive a 10 x 10 tent to be located in event
  - Ability to hand out product samples
- Sponsor logo and link on event web site

## Food Sponsors

- Sponsor will receive a tent to be located in event
- Sponsor will sell food, with all proceeds going to the Sham Rock Festival and Charity

## Media Sponsor – Television

- 10 x10 tent located in event
- Sponsor logo on event web site
- Separate Stage area for sponsor with signage

*Television sponsor will provide:*

- PSA announcements, to be created by TV station
  - Pre-coverage of event
  - On-site promotion



## Media Sponsor – Print

- 10 x 10 tent located in Festival
- Sponsor logo on event web site
  - Full-page ad in event program
- Separate stage area for sponsor with signage

*Newspaper sponsor will provide:*

- Print ads to promote event
- Pre-event editorial coverage
  - On-site event coverage
- “Wrap up” piece written post event for Sham Rock Festival 2010 web site



## Media Sponsor – Radio

- 10 x10 Tent located in Festival

*Radio sponsor will provide:*

- On-air promotion prior to the event
- Creation of on-air promotion for the event
  - Live on-air talent to host event
- Airplay at event during band breaks