

Hillsborough County Fairgrounds



SPONSORSHIP OPPORTUNITIES • 2023





Festival of Lights and Santa's Village **Nov 23- Dec 31, 2023**

The Hillsborough County Fairgrounds is proud to present sponsorship opportunities for our 2023 Tampa Bay's Festival of Lights and Santa's Village. This unique and interactive experience will set the stage for the Holiday Season.

Corporate sponsorship benefits include a unique and affordable marketing tool to reach visitors, residents and employees within the Tampa Bay Area throughout the holiday season. Your support of this community event will not only gain critical access to the highly profitable seasonal market but also allow for an engaging event for your customers, employees and community at large.





Why Support *Festival of Lights*?

- Unique opportunity to connect directly with both local and seasonal visitors.
- Local and national coverage through print, online, TV and radio media advertising and promotions.
- Target a diverse audience of more than 150,000.
- Extended branding opportunity that also supports non-profit and community initiatives.
- Affordable method for sharing message of good will, enhancing consumer confidence in brand and products.

What will *Festival of Lights* do for the community?

- Catalyze community involvement: A cohesive, planned display offers businesses and residents the opportunity to participate in a community event, taking full advantage of shared business.
- Eco-friendly, sustainable beautification: All displays are designed using LED lights and are reused from year to year, allowing for minimal impact on the park and community resources.

Target Audience

Festival of Lights and Santa's Village is a family event that will showcase the mission of the Hillsborough County Fairgrounds and drive locals to area businesses and attractions throughout the holiday season.



**Hillsborough County Fairgrounds
located at:**

**215 Sydney Washer Road
Dover, FL 33527**

Corporate Sponsorship Packages

Corporate sponsorship benefits include a unique and affordable marketing tool to reach visitors, residents and employees within the Tampa Bay area. Festival of Lights and Santa's Village includes extensive media coverage such as TV/Radio, social media, website, newspapers, magazines, online media and event calendars.

<i>Presenting Sponsor</i>	<i>\$30,000</i>
<i>Santa's Village Sponsor</i>	<i>\$20,000</i>
<i>North Pole Sponsor</i>	<i>\$7,500</i>
<i>Under The Sea Section</i>	<i>\$5,000</i>
<i>Let It Snow</i>	<i>\$5,000</i>
<i>White Christmas</i>	<i>\$2,500</i>
<i>Jingle Bell Rock</i>	<i>\$1,500</i>



Presenting Sponsor: \$30,000

- 1 large deluxe custom display with first choice placement within Festival of Lights.
- Logo placement on all promotional materials inclusive of media, online and print.
- Exclusive naming rights within all media coverage.
- Product placement and sponsorship recognition at all Festival of Lights promotional events.
- 100 complimentary VIP passes - Inclusive of event admission, one free camel and one free photo with Santa.



Santa's Village Sponsor: \$20,000

- 1 large display of choice inside Santa's Village with signage recognition.
- Logo placement on all promotional materials inclusive of media, online and print.
- Product placement and sponsorship recognition beside Santa's location in the village.
- 50 complimentary VIP passes - Inclusive of event admission, one free camel and one free photo with Santa



North Pole Sponsor: \$7,500



- Sponsorship placement located at display pictured of Santa and Reindeer.
- Sponsorship recognition in all online and print material.
- 50 complimentary admission passes.



Under the Sea Display

Section: \$5,000

- Sponsorship placement located at “Under the Sea” Section of Light Display. Consists of Multiple Water/Florida displays
- Sponsorship recognition in all online and print material.
- 50 complimentary admission passes.



Let It Snow: \$5,000



- 1 large display of choice with signage recognition.
- Sponsorship recognition in all online and print material.
- 35 complimentary admission passes.



White Christmas: \$2500

- 1 medium display of choice with signage recognition.
- Sponsorship recognition in all online and print material.
- 25 complimentary admission passes.





Jingle Bell Rock: \$1500

- Sponsorship recognition in all online and print material.
- 15 complimentary admission passes.





Additional Sponsorship Opportunities

The Hillsborough County Fairgrounds partners with businesses like yours to provide unique ways to get your message out in the community so you can start making connections with other businesses. Hillsborough County Fairgrounds is a non-profit 501(c)3 organization.

Additional Opportunities:

- **Customized Sponsorship Packages**
- **Exclusive Company Nights & Holidays Parties**
- **In-Kind Donations**



FOR ADDITIONAL INFORMATION PLEASE
CONTACT

Suzanne Holcomb

813-737-3247

Suzanne@hillsboroughcountyfair.com

OR

Ryan Henning

941-526-6670

Festival of Lights displays provided by:

Brandano Displays, Inc.

2000 Banks Road, Suite 212
Margate, FL 33063

Disclosure Statement

Information, color art and all materials contained in this proposal are considered proprietary to Brandano Displays, Inc. This material is provided to assist in the review and analysis of this proposal and may not be used for any other purpose than expressly needed to complete this objective. Information and design materials may not be disclosed in whole or in part outside of your Company's technical compliance to specifications, and such subsequent acquisition review and internal approval procedures necessary to this review activity, without express written permission from Brandano Displays, Inc. This proprietary information is considered business sensitive and must be handled appropriately. All color art and material contained in this proposal must be returned to Brandano Displays, Inc. when the selection process is complete.