



August 26, 2019

Dear Community Partner,

Pasco Kids First is excited to announce our **12th Annual Pasco Kids First Family Fun Day**, to be held on Saturday, **November 2, 2019 in Sims Park, New Port Richey**. This event is designed to bring together a place for families to have fun, while learning about the different programs in our county that are in place to keep kids and families safe. Pasco Kids First partners with the Pasco County Sheriff Office, Health Department, Safe Kids Coalition, New Port Richey Police Department and Fire Department. The 2018 Family Fun Day was a huge success, bringing together 6,000 attendees, and we are once again looking forward to bringing this community favorite event on November 2nd.

This year, we are again seeking support from our business community to put this event on for the families in Pasco and Hernando Counties, and beyond. We recognize that you are asked repeatedly to help support various activities and events in the community. We think you will find this event to be especially important because of the impact that it has on our area families and the numerous benefits this event offers for your company.

Enclosed, is our sponsorship opportunities which show some of the benefits that our sponsors receive by being part of the event. I can also provide a sponsorship packet which includes an overview of our event, copies of previous event promotion, survey results and more information about Pasco Kids First. Please note that while we have provided an outline for each sponsorship level, that each level can also be tailored to meet your marketing needs. We welcome your input as to what type of promotion would be best for your business as you become a part of this year's event.

I look forward to speaking with you further regarding our sponsorship opportunities and having you as a part of our event this year.

Should you have any questions, please feel free to contact me at any time at (727) 845-8080.

Sincerely,

Becky Bennett

Becky Bennett
Director of Development
Pasco Kids First



12th Annual Pasco Kids First Family Fun Day

2019 Sponsorship Levels

\$5,000 – Presenting Sponsor (1 sponsorship available)

*Our Presenting Sponsorship is the highest sponsorship level that is available for Family Fun Day. This sponsor receives top billing rights at the event, with the event title reading, “Pasco Kids First Family Fun Day **presented by....**”). This sponsorship offers the most exposure opportunities of all the sponsorships for 6 months.*

- Mentioned as overall event sponsor of event (presented by Your Company) in all publicity for event (incorporated into event, logo that will appear on all advertising and promotion developed for event)
- Sponsor is a featured guest on an episode of OUR KIDS TODAY webcast by Nature Coast TV which has 97,000 Facebook followers and 50,000 on average hits to their website per month
- Logo on event fliers as presenting sponsor (approximately 14,000) distributed to students at Pasco County schools and throughout the community
- Logo on 10 sidewalk signs throughout downtown New Port Richey – displayed 2 weeks prior to event
- Presenting sponsor logos on video screens at Sims Park during the event
- Presenting sponsor mention in all press releases and public service announcements
- On-site vendor space(s) with four 8 foot tables and 8 chairs
- 4 banners at event (to be provided by sponsor)

\$2,500 – Advocate

Our Advocate Sponsorship is a great opportunity for companies that would like logo exposure on all of the Family Fun Day event publicity. Other than the presenting sponsorship, this is the only sponsorship that guarantees logo placement on all marketing and promotional materials. In addition, one component of the event will include the advocate as the presenting sponsor. Few opportunities for sponsorship at the Advocate level are available.

- Component sponsor - Health Walk, Entertainment (DJ), Ropes Course, Touch-a-Truck; name to be included at location of activity with sign provided by event, (i.e. Health Walk sponsored by Your Company)
- Logo on event fliers (approximately 14,000)
- Logo on Pasco Kids First website and social media coverage
- Sponsor mentioned in all press releases (i.e. Touch-a-Truck activity sponsored by Your Company)
- Signage at activities at event
- On-site vendor space at event with two 8 foot tables and 4 chairs
- 2 banners at event (to be provided by sponsor)

\$1,000 – Partner

Our Partners at Family Fun Day will receive name mentioning on all promotional items generated for the event. They also have the opportunity to be named as a sponsor of one small activity within the event. These include one of the inflatables, prizes sponsor, etc. Several sponsorships are available at this level.

- Activity sponsor (1 Inflatable, Bikes Sponsor – prize from Health Walk; logo to be included at location of activity with sign provided by event)
- Name on event fliers (approximately 14,000)
- Sponsor mentioned in press releases, PKF website, social media and from stage at the event
- On-site vendor space at event with one 8 foot table and 2 chairs
- 1 banner at event (to be provided by sponsor)

\$500 – Supporter

Our Supporters receive their name on all fliers generated for Family Fun Day, Pasco Kids First website and social media postings. In addition, to increase exposure for our supporters, they will have the opportunity to have a booth on site, and can provide the event with a banner to be displayed for added exposure. There are an unlimited number of sponsorships available at the Supporter level.

- Name mention on Event fliers (approximately 14,000)
- Sponsor mentioned on PKF website and social media
- On-site vendor space at event with one 8 foot table and 2 chairs
- 1 banner at event (to be provided by sponsor)

\$250 – Friend

Our Supporters receive their name on all fliers generated for Family Fun Day. In addition, to increase exposure for our supporters, they will have the opportunity to have a booth on site, and can provide the event with a banner to be displayed for added exposure. There are an unlimited number of sponsorships available at the Supporter level.

- Sponsor mentioned on PKF website and social media
- On-site vendor space at event with one 8 foot table and 2 chairs
- 1 banner at event (to be provided by sponsor)



Sponsorship Application
Saturday, November 2, 2019
10:00 a.m. – 3:00 p.m.

PRIMARY CONTACT NAME: _____ PHONE: () _____

DBA or BUSINESS NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

DAY TIME PHONE: () _____ FAX: () _____

E-MAIL: _____

SPONSORSHIP LEVEL (please check one):

- _____ \$5,000 Presenting Sponsor
- _____ \$2,500 Advocate Sponsor
- _____ \$1,000 Partner Sponsor
- _____ \$500 Supporter Sponsor
- _____ \$250 Friend Sponsor

Sponsors – Please include your logo, in electronic format. PLEASE email your logo to bbennett@pascokidsfirst.org as soon as your sponsorship agreement is signed and returned.

*Each sponsorship includes a vendor space at event with one table and two chairs. If additional tables and chairs are needed, please let Pasco Kids First know at least 2 weeks prior to event. We also ask all of our vendors and sponsors to include a children’s activity to encourage families to visit your table.

What activity will you be providing (we will advertise this in promotions of event)?

If you are bringing a vehicle/equipment for the Touch-a-Truck activity, please describe including dimensions and any special needs. _____

Will you be having a tent? _____ If so, what size? _____ IMPORTANT: ALL TENTS MUST BE PROPERLY SECURED OR ANCHORED WITH 15 LBS PER LEG. NO STAKES ALLOWED. WILL BE INSPECTED BY FIRE MARSHALL 1 HOUR BEFORE EVENT.

GENERAL RELEASE: (Must sign and return with each application)

I (please print name), _____ agree to the rules stated in this agreement between myself and PASCO KIDS FIRST. I also agree to indemnify, defend, and hold harmless PASCO KIDS FIRST, the CITY OF NEW PORT RICHEY, any and all SPONSORS, and any and all members or agents from all claims, injuries, damages or actions caused or suffered by the exhibitor arising out of the activity or participation of the exhibitor in connection with the above mentioned event. I also as the exhibitor agree to save and hold harmless PASCO KIDS FIRST, the CITY OF NEW PORT RICHEY, any and all SPONSORS and any and all members or agents, for the damage of or loss of personal property and or effects of the exhibitor stored, used or sold during the activity which the exhibitor was in participation in.

APPLICANTS SIGNATURE _____ DATE _____

Mail Sponsorship Application with payment to:

Pasco Kids First
Attention: Family Fun Day
7344 Little Road
New Port Richey, Florida 34654