



CITY OF WINTER SPRINGS

2023 EVENTS & SPONSORSHIP GUIDE





Egg-Citing Egg Hunt

Dear Sponsors,

The City of Winter Springs organizes annual events for the community through the support of community members, local businesses, Seminole County partners, and sponsors. Throughout the year we offer free community events that the whole family can enjoy. Although Winter Springs is a relatively small city within central Florida, our events draw the entire community. A majority of our events are cherished community traditions. We are excited to introduce new events in 2023 to reach all residents! We offer competitive sponsorship packages at multiple price points, so you can choose the best option for your marketing needs. Event sponsorships give your organization the exposure needed to reach sales and marketing objectives and build brand awareness. Your support demonstrates your commitment to the community.

Thank you for partnering with the City of Winter Springs.

Contacts

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FREQUENTLY ASKED QUESTIONS

HOW MANY SPONSORSHIP OPPORTUNITIES ARE AVAILABLE FOR EACH EVENT?

THERE IS ONE PRESENTING SPONSOR AT EACH EVENT. THE OTHER SPONSORSHIP LEVELS MAY HAVE MULTIPLE SPONSORS.

WHAT IS INDUSTRY EXCLUSIVE?

THIS MEANS THAT THE SPONSOR IS THE ONLY COMPANY WITHIN ITS PRODUCT OR SERVICE CATEGORY THAT WILL HAVE A PHYSICAL PRESENCE AT THE EVENT.

HOW DO I PAY?

THE CITY OF WINTER SPRINGS ACCEPTS THE FOLLOWING FORMS OF PAYMENT: CASH, CHECK (WRITTEN OUT TO "CITY OF WINTER SPRINGS"), AND CREDIT CARDS (2.5% FEE)

WHAT IS INCLUDED IN A HOSPITALITY PASS?

DEPENDING ON YOUR SPONSORSHIP LEVEL FOR CELEBRATION OF FREEDOM, YOU WILL BE GIVEN A NUMBER OF HOSPITALITY PASSES THAT GIVE ACCESS TO THE HOSPITALITY TENT/AREA(ONLY FOR SPONSORS), WHICH INCLUDES FOOD, SNACKS, AND REFRESHMENTS.

HOW DO I SUBMIT A LOGO?

THE CITY OF WINTER SPRINGS WILL ONLY ACCEPT PDF, JPG, AND PNG LOGOS. IT MUST HAVE A MINIMUM RESOLUTION OF 72PPI AND 180X180 PIXELS. FEEL FREE TO SHARE ADDITIONAL STYLE GUIDES AND LOGO USAGE. ALL LOGOS SHOULD BE SUBMITTED WITH THE EVENT APPLICATION.

CAN I RENT TABLES, CHAIRS, OR TENTS?

WE OFFER A CONVENIENT VENDOR RENTAL PACKAGE FOR \$60. THIS PACKAGE INCLUDES A 10X10FT TENT, 1 6FT TABLE, AND 2 FOLDING CHAIRS. *ADDITIONAL TABLES, CHAIRS, AND TENTS CAN BE ADDED FOR A FEE.

HOW DO I DISPLAY A BANNER?

DEPENDING ON YOUR SPONSORSHIP TIER, YOU WILL BE ABLE TO DISPLAY A CERTAIN AMOUNT OF BANNERS AT THE EVENT. BANNERS MUST BE NO BIGGER THAN 6X4FT. PLEASE DROP OFF BANNERS A WEEK BEFORE THE EVENT. *PREFERRED BANNER LOCATIONS ARE AT THE DISCRETION OF CITY STAFF.

BACKGROUND CHECKS

MUST BE COMPLETED AND SUBMITTED TO OUR EVENT COORDINATOR AT LEAST 5 BUSINESS DAYS BEFORE THE EVENT. ALL ATTENDEES THAT ARE A PART OF YOUR GROUP MUST FILL OUT A BACKGROUND CHECK FORM.

IN- KIND SPONSORSHIPS

THE CITY OF WINTER SPRINGS ACCEPTS DONATIONS AND IN-KIND SERVICES UPON REVIEW. NOT SEEING A SPONSORSHIP LEVEL THAT ALIGNS WITH YOUR INDIVIDUAL/BUSINESS/ORGANIZATIONAL NEEDS? LET US KNOW!



CITY OF WINTER SPRINGS

2023 CITY EVENTS & PROGRAMS



45th Central Florida Scottish Highland Games

Saturday, January 14 and 15, 8am-5pm
Central Winds Park

Join us for the 45th annual Central Florida Scottish Highland games. Enjoy Scottish food, heritage, dancing, and athletics at Central Winds Park.

Father Daughter Dance

Friday, February 10, 7pm - 9pm
Winter Springs Senior Center

Join us for our annual Father Daughter Dance! Set out for a fun-filled night of dancing & music your little girl will never forget. Enjoy a live DJ, a free photo by a professional photographer, free refreshments, & great prizes!

Babe Ruth Opening Day

Saturday, February 18, 9am - 11am
Central Winds Park

Play ball! Opening day is a cherished tradition in Winter Springs. Celebrate teamwork, dedication, & sportsmanship with Winter Springs Babe Ruth at Central Winds Park.

Egg-citing Egg Hunt

Saturday, April 8, 9am - 12pm
Central Winds Park

Join us for a parkwide spring egg hunt! Children ages 2-12 bring your own baskets and hunt for eggs at Central Winds Park! Fun and prizes for everyone! Find the special golden egg for a big surprise!

Fish Winter Springs

Saturday, May 6, 8am - 10am
Central Winds Park

Enjoy a morning of fishing fun with the family! Bring your child to experience the leisure of fishing and learn how to cast, bait the hook, and the safety of the outdoors.

Fish Winter Springs

Saturday, May 13, 8am - 10am
Central Winds Park

Enjoy a morning of fishing fun with the family! Bring your child to experience the leisure of fishing and learn how to cast, bait the hook, and the safety of the outdoors.

Food Truck Thursday (May)

Thursday, May 18, 5pm - 8pm
Trotwood Park

Join us at Trowtwood Park for an evening filled with delicious food from local food trucks and vendors. Bring a blanket or lawnchair for a picnic in the park.

Camp Sunshine

Tuesday, May 30 - Friday, July 28
Winter Springs Civic Center

Camp Sunshine is a day camp for elementary aged children. Campers will engage in activities that encourage teamwork, creativity, and leadership skills.

Celebration of Freedom

Tuesday, July 4, 5PM - 9:30PM
Central Winds Park

Celebrate the 4th of July with a BANG! Join your community at Central Winds Park for our annual Celebration of Freedom. The evening is filled with fun from live entertainment, a free kid's area, & great vendors. The night will wrap up with a world class firework display.

Food Truck Thursday (August)

Thursday, August 17, 5pm - 8pm
Torcaso Park

Join us for an evening filled with delicious food from local food trucks and vendors. Bring a blanket or lawnchair for a picnic in the park.

9/11 Memorial Ceremony

Monday, September 11, 8am - 9am
Winter Springs Police Department

Please join the City of Winter Springs Mayor, Commission, and staff for the 22 year remembrance of September 11 events.

Food Truck Thursday (September)

Thursday, September 14, 5pm - 8pm
Trotwood Park

Join us for an evening filled with delicious food from local food trucks and vendors. Bring a blanket or lawnchair for a picnic in the park.

Ghoulishly Good Times

Friday, October 20, 6:30pm - 9pm
Torcaso Park

Enjoy an evening under the stars at Torcaso Park. Winter Springs Police department will provide treats and popcorn for all. Residents can enjoy dinner options from local food trucks. Bring a lawnchair or blanket to enjoy a family movie in the park.

Hometown Harvest

Saturday, October 28, 5pm - 9pm
Central Winds Park

Celebrate autumn at our 17th annual fall festival Hometown Harvest! From FREE hayrides to live musical performances, this event hosts a large collection of fun and activities including the Winter Springs Got Talent competition! Kids can enjoy the Hay Play!

National Night Out 2023

Saturday, October 28, 5pm - 9pm
Central Winds Park

Come celebrate National Night Out at Hometown Harvest with WSPD! Celebrate the ability to walk freely through the streets without the fear of being victimized by crime. WSPD will have specialty vehicles on display and officers to meet!

Veterans Day Tribute

Saturday, November 11, 6pm - 7pm
Veterans Memorial at Town Center

Please join the City of Winter Springs as we honor our nation's heroes. This event offers a time to honor our 2023 Hometown Hero and remember veterans and those who have made the ultimate sacrifice for our freedom.

Winter Wonderland

Saturday, December 2, 4pm - 8pm
Winter Springs Town Center

Tis' the season for joy and celebration! Stop by and enjoy the festivities this holiday season at Winter Wonderland! Experience an evening with one of the longest-running traditions in our city, the 41st annual Holiday Parade featuring local talent and businesses and the annual Christmas tree Lighting! Enjoy local entertainment and a visit from Santa Claus!

Light Up Central Winds!

Sunday, December 3, 8, 9, and 10,
7pm - 9pm

Central Winds Park

The holiday celebration continues with one of our newest holiday traditions.

Drive through Central Winds Park and view holiday lights for free by the City and local businesses and organizations.

Santa's City Run

December Dates TBD

Santa is coming to town! Each year Santa visits Winter Springs for one week and is escorted each night around the city by the Winter Springs Police Department to spread candy and joy to the children and families who come outside to wave to him. On the big night, be sure to listen for police sirens!



CITY OF WINTER SPRINGS MARKETING SNAPSHOT

MARKETING



Facebook Post Reach: 25,000+
Twitter Followers: 1000
Instagram Followers: 1900
Email Subscriptions: 11,000+
Newsletter Subscriptions: 10,000+

(BASED ON DEC. 2022 ANALYTICS)

DEMOGRAPHICS



POPULATION: ~38,000
Persons under 5 years: 4.4%
Persons under 18 years: 19.2%
Persons 65 years and over: 19.9%
Median Age: 40 years
Education: 47% of Residents have a bachelor's degree
Married Couples - ~15,000
Median Household Income: \$78,969

(SOURCE CENSUS.GOV 2021)

EVENT DATA



Egg-citing Egg Hunt Attendance: 3000+
Celebration of Freedom Attendance: 15,000+
Hometown Harvest Attendance: 7000+
Winter Wonderland Attendance: 5000+
Light Up Central Winds Attendance: 2200+ Vehicles

FOLLOW US



CITY OF WINTER SPRINGS



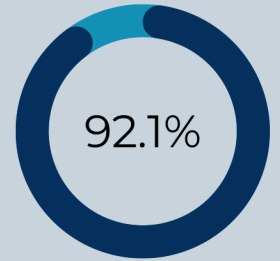
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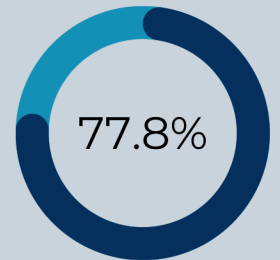
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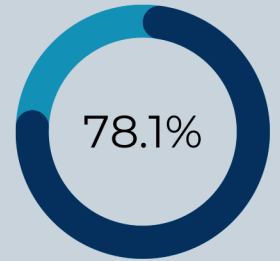
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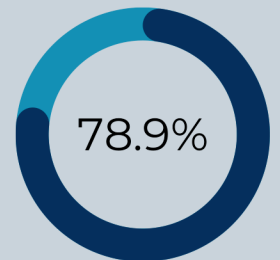
92.1%
OF ATTENDEES LIKELY
TO ATTEND A FUTURE
EVENT BASED ON
PREVIOUS EXPERIENCE



77.8%
OF ATTENDEES WOULD
RECOMMEND OUR
EVENTS TO A FRIEND



78.1%
OF ATTENDEES HAVE
RETURNED TO OUR
EVENTS. 21.9% VISITED
FOR THE FIRST TIME.



78.9%
OF ATTENDEES FELT
SAFE AT OUR EVENTS.
THANKS WSPD!

(SOURCE 2022 POST EVENT SURVEYS)



CITY OF WINTER SPRINGS

FOOD TRUCK/VENDOR INFORMATION

FOOD VENDOR-FRIENDLY EVENTS

- EGG CITING EGG HUNT
- FOOD TRUCK THURSDAYS (MAY, AUGUST, SEPTEMBER)
- CELEBRATION OF FREEDOM
- HOMETOWN HARVEST
- WINTER WONDERLAND
- LIGHT UP CENTRAL WINDS

The City of Winter Springs coordinates smaller events that may require food trucks throughout the year. If you are interested in being a part of our smaller events, please email hkirsch@winterspringsfl.org for opportunities.

VENDOR FEES

- \$100 - FOOD TRUCK NIGHTS
- \$125- LIGHT UP CENTRAL WINDS (WALK-THRU)
- \$150 - EGG-CITING EGG HUNT
- \$150- WINTER WONDERLAND
- \$200 - HOMETOWN HARVEST
- \$300- CELEBRATION OF FREEDOM

All food vendors must pass a safety inspection by the Seminole County Fire Department as well as a background check by Winter Springs Police Department. You may be asked to leave the event if your business does not pass the safety inspection or background check.

All food vendors will be given at least 10ft of separation from other vendors. Food truck operators shall take all trash and food items with them upon leaving the event. Dumping waste water/fluids (to include leaks of any type leak) is not permitted.

Due to space and capacity, participation will be limited at each event.

The City of Winter Springs reserves the right to approve all food truck participation and its decision regarding rejection or denial of any food truck participation shall be final and non-appealable.

The City reserves the right, at its sole discretion, to cancel or reschedule the Event at any time, without penalty. If this Event is cancelled by the City, the City will refund the entirety of the Vendor's provided payment. If Vendor cancels its participation in the Event within less than 48 hours of the scheduled Event or fails to participate in the Event as intended per the vendor Agreement, the Vendor fee will not be returned to Vendor.



CHECKLIST:

- Certificate of Insurance (with City named as additional insured);
- Copy of Vendor's local business tax receipt
- Copy of Vendor's food and beverage license (if applicable);
- Menu (if applicable).
- Special Event Vendor Application
- Fire Protection and Extinguishers



EGG-CITING

EGG HUNT

Date: Saturday, April 8, 2023

Time: 9 AM- 12 PM

Location: Central Winds Park

Event Age: 3 Years

Join us for a parkwide spring egg hunt! Children ages 2 –12 bring baskets and hunt for eggs at Central Winds Park! Visit our local vendors and food trucks! Find the special golden egg for an awesome prize!



TIER IV- EGG-CITING PRESENTING SPONSOR- \$2,500

- Name and logo in 1 edition of City Newsletter
- Name and logo on the event press release
- Name and logo on all event digital graphics
- Stand-alone recognition via all social media pages one time
- Name and logo on half-page magazine publication
- +1 Banner displayed in preferable location (3 total)
- Benefits of all tiers of sponsorship

TIER III- EGG-CELENT SPONSOR- \$1,200

- Name and logo on the event webpage
- Name and logo on the event flyer
- Name and logo on event emails
- +1 Banner displayed in preferable location (2 total)
- Industry Exclusive*
- Benefits of tier II & I

TIER II- EGG-STATIC SPONSOR- \$500

- PA verbal appreciation from the main stage throughout the event
- Recognition via all Social media pages regarding the event two times (1x Pre-event social media post and 1x Post-event appreciation)
- Table, tent, and 2 chairs provided upon request
- Banner displayed at event (1 total)
- Benefits of tier I.

DIGITAL SPONSOR (NO PHYSICAL PRESENCE AT EVENT)- \$250

- Recognition via all social media pages regarding the event two times (1x Pre-event social media post and 1x Post-event appreciation post)
- Name and logo on the event webpage
- No booth, table, or banner space

TIER I- EGGS-PLORER VENDOR- \$150

- 10x10 SPACE
- Opportunity to distribute marketing materials



CELEBRATION OF FREEDOM

Date: Tuesday, July 4th, 2023

Time: 5 PM- 9:30 PM

Location: Central Winds Park

Event Age: 25 Years

Celebrate the 4th of July with a BANG! Join your community at Central Winds Park for our annual Celebration of Freedom. The evening is filled with fun from live entertainment, a free kid's area, & great vendors. The night will wrap up with a world-class firework display.



TIER IV-CELEBRATE FREEDOM PRESENTING SPONSOR- \$10,000 [SOLD]

- Name and logo in 1 edition of city newsletter
- Name and logo on the event press release
- Name and logo on Event signage (Town Center Banner and Streetpoles)
- Name and logo on all event Digital Graphics
- Stand-alone recognition via all social media pages one time
- Name and logo on half-page magazine publication
- +1 Banner displayed in preferable location (3 total)
- + 4 additional wristbands to VIP Tent (8 total)
- Benefits of all tiers of sponsorship



TIER III- STARS & STRIPES SPONSOR- \$2,500

- Name and logo on the event webpage
- Name and logo on the event flyer
- Name and logo on event emails
- +1 Banner displayed in preferable location (2 total)
- + 2 additional wristbands to VIP Tent (4 total)
- Industry Exclusive*
- Benefits of tier II & I

TIER II- PATRIOT SPONSOR- \$1,500

- PA Verbal Appreciation from the main stage throughout the event
- Recognition via all Social media pages regarding the event two times (1x Pre-event social media post and 1x Post-event appreciation)
- Table, tent, and 2 chairs provided upon request
- Logo on event T-Shirt giveaway
- Banner displayed at event (1 total)
- 2 wristbands to VIP Tent (2 total)
- Benefits of tier I

DIGITAL SPONSOR (NO PHYSICAL PRESENCE AT EVENT)- \$350

- Recognition via all social media pages regarding the event two times (1x Pre-event social media post and 1x Post-event appreciation post)
- Name and logo on the event webpage
- No booth, table, or banner space

TIER I- LIBERTY VENDOR- \$300

- 10X10 SPACE
- Opportunity to distribute marketing materials



HOMETOWN

HARVEST

Date: Saturday, October 28, 2023

Time: 5 PM- 9 PM

Location: Central Winds Park

Event Age: 17 Years

Celebrate autumn at our 17th annual fall festival, Hometown Harvest! From FREE hayrides to live musical performances, this event hosts a large collection of fun activities, including the Winter Springs Got Talent competition! Kids can enjoy bounce houses and trunk or treat.



TIER IV- HARVEST PRESENTING SPONSOR- \$3,200

- Name and logo in 1 edition of city newsletter
- Name and logo on the event press release
- Name and logo on Event signage (Town Center Banner and Street poles)
- Name and logo on all event digital graphics
- Stand-alone recognition via all social media pages one time
- Name and logo on half-page magazine publication
- +1 Banner displayed in preferable location (3 total)
- Benefits of all tiers of sponsorship

TIER III- PUMPKIN SPICE SPONSOR- \$1,650

- Name and logo on the event webpage
- Name and logo on the event flyer
- Name and logo on event emails
- +1 Banner displayed on hayride (2 total)
- Industry Exclusive*
- Benefits of tier II & I

TIER II- FLANNEL SPONSOR- \$1,150

- PA Verbal Appreciation from the main stage throughout the event
- Recognition via all social media pages regarding the event two times (1x Pre-event social media post and 1x Post-event appreciation)
- Table, tent, and 2 chairs provided upon request
- Logo on event trunk or treat bag giveaway
- Banner displayed at event (1 total)
- Benefits of tier I

DIGITAL SPONSOR (NO PHYSICAL PRESENCE AT EVENT)- \$300

- Recognition via all social media pages regarding the event two times (1x Pre-event social media post and 1x Post-event appreciation post)
- Name and logo on the event webpage
- No booth, table, or banner space

TIER I- ACORN VENDOR- \$200

- 10x10 SPACE
- Opportunity to distribute marketing materials



WINTER WONDERLAND

Date: Saturday, December 2, 2023

Time: 4 PM- 8 PM

Location: Winter Springs Town Center

Event Age: 17 Years

Tis' the season for joy and celebration! Stop by and enjoy the festivities this holiday season at Winter Wonderland! Experience an evening with one of the longest-running traditions in our city, the 41st annual Holiday Parade featuring local talent and businesses, and the annual Christmas tree Lighting! Enjoy local entertainment and a visit from Santa Claus!



TIER IV- WINTER WONDERLAND PRESENTING SPONSOR- \$3,150

- Name and logo in 1 edition of city newsletter
- Name and logo on the event press release
- Name and logo on Event signage (Town Center Banner and Streetpoles)
- Name and logo on all event digital graphics
- Stand-alone recognition via all social media pages one time
- Name and logo on half-page magazine publication
- +1 Banner displayed in preferable location (3 total)
- Benefits of all tiers of sponsorship

TIER III- LET IT SNOW SPONSOR- \$1,650

- Name and logo on the event webpage
- Name and logo on the event flyer
- Name and logo on event emails
- +1 Banner displayed in preferable location (2 total)
- Industry Exclusive*
- Benefits of tier II & I

TIER II- JINGLE BELLS SPONSOR- \$1,150

- PA Verbal Appreciation from the main stage throughout the event
- Recognition via all Social media pages regarding the event two times (1x Pre-event social media post and 1x Post-event appreciation)
- Table, tent, and 2 chairs provided upon request
- Banner displayed at event (1 total)
- Entry in Parade
- Benefits of tier I

DIGITAL SPONSOR (NO PHYSICAL PRESENCE AT EVENT)- \$300

- Recognition via all social media pages regarding the event two times (1x Pre-event social media post and 1x Post-event appreciation post)
- Name and logo on the event webpage
- No booth, table, or banner space

TIER I- SANTAS HELPER VENDOR- \$150

- 10x10 SPACE
- Opportunity to distribute marketing materials

PARADE ENTRY- \$35

- Entry in annual parade (pending application and availability)



LIGHT UP CENTRAL WINDS

Date: Sunday, December 3, 8, 9, and 10

Time: 7 PM- 9 PM

Location: Central Winds Park

Event Age: 4 Years

The holiday celebration continues with one of our newest holiday traditions. Drive through Central Winds Park and view holiday lights for free by the City and local businesses and organizations. Enjoy foodtrucks and a movie in the park on our walk-thru night!



TIER IV- LIGHT UP PRESENTING SPONSOR- \$3000

- Name and logo in 1 edition of city newsletter
- Name and logo on the event press release
- Name and logo on all event digital graphics
- Stand-alone recognition via all social media pages one time
- +1 Banner displayed in preferable location (3 total)
- Benefits of all tiers of sponsorship

TIER III- DAZZLING SPONSOR- \$1000

- Name and logo on the event webpage
- Name and logo on the event flyer
- Name and logo on event emails
- +1 Banner displayed in preferable location (2 total)
- Benefits of tier II & I

TIER II- BRIGHT & MERRY SPONSOR-\$350

- Recognition via all social media pages regarding the event two times (1x Pre-event social media post and 1x Post-event appreciation)
- Banner displayed at event (1 total)
- Benefits of tier I

DIGITAL SPONSOR (NO PHYSICAL PRESENCE AT EVENT)- \$250

- Recognition via all social media pages regarding the event two times (1x Pre-event social media post and 1x Post-event appreciation post)
- Name and logo on the event webpage
- No booth, table, or banner space

TIER I- LIGHT DISPLAY VENDOR- \$125

- 20x20FT Bigger display space for lights

