



CITY OF WINTER SPRINGS

2024 EVENTS & SPONSORSHIP GUIDE





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 2024 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.

Contact

Hannah Kirsch, Recreation and Events Manager
Email: hkirsch@winterspringsfl.org
Phone: 407-327-6593



Celebration of Freedom



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 VIP 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.



CITY OF WINTER SPRINGS MARKETING SNAPSHOT

MARKETING

Facebook Post Reach: 270,000+
Twitter Followers: 1,024
Instagram Followers: 2,200+
Instagram Reach: 21,000+
Email Subscriptions: 11,000+
Newsletter Subscriptions: 10,000+

(BASED ON SEPTEMBER 2023 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)

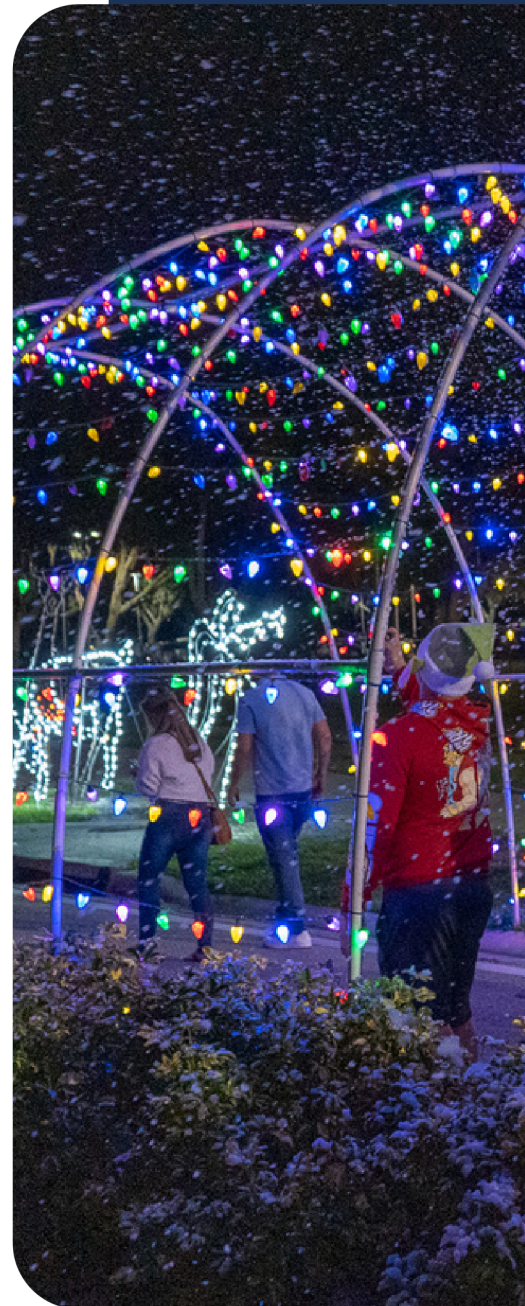
EVENT DATA

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  @WINTERSPRINGSFL

 @CITYOFWINTERSPRINGS  @CITYOFWINTERSPRINGS



Light Up Central Winds



CITY OF WINTER SPRINGS

FOOD TRUCK/VENDOR INFORMATION

FOOD VENDOR-FRIENDLY EVENTS

- EGG CITING EGG HUNT
- FOOD TRUCK THURSDAYS (MAY, AND 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: Friday, March 22, 2024

Time: 4:30 pm - 8:30 pm

Location: Central Winds Park

Event Age: 4 Years

Join us for a parkwide spring egg hunt! Children aged 2 to 12 are invited to bring their own baskets, search for eggs, indulge in local food trucks, and have a chance to win exciting prizes, including a special surprise for finding the golden egg!



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
- +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-PLOERER VENDOR- \$150

- 10x10 SPACE
- Opportunity to distribute marketing materials



ARBOR DAY TREE GIVEAWAY

Date: Online registration begins February 12, 2024 at 8am and closes March 25, 2024 at 5 pm

Embrace Arbor Day by planting a tree! Winter Springs Residents can register online to receive a complimentary tree delivered to their home just in time for the Arbor Day celebration. Limit one tree per household.



TREE GIVEAWAY PRESENTING SPONSOR- \$1,200 [SOLD]

- Name and logo in 1 edition of City newsletter
- Name and logo on city event webpage with a link to: <https://www.abudgettreeservice.com/>
- Name and logo on the event flyer.
- Name and logo on event emails.
- Name and logo on event tree information handouts.
- Name and logo on volunteer t-shirts.
- Presenting sponsor for volunteer luncheon.
- 2x Recognition on social media platforms (pre and post-event).



CELEBRATION OF FREEDOM

Date: Thursday, July 4th, 2024

Time: 5 PM- 9:30 PM

Location: Central Winds Park

Event Age: 26 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

- 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
- +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
- Logo on event T-Shirt giveaway
- +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
- Banner displayed at event (1 total)
- 2 wristbands to VIP Tent (2 total)
- Benefits of tier I

DIGITAL SPONSOR (NO PHYSICAL PRESENCE AT EVENT)- \$400

- 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 26, 2024

Time: 4:30 PM- 8:30 PM

Location: Central Winds Park

Event Age: 18 Years

Celebrate autumn at our 18th annual fall festival, Hometown Harvest! From FREE hayrides to live musical performances, this event hosts a large collection of fun activities, food trucks, and community vendors! Join Winter Springs Police Department for their National Night Out!



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
- +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
- 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 7, 2024

Time: 4 PM- 8 PM

Location: Winter Springs Town Center

Event Age: 42 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 42nd 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
- +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

- Please reach out to our Event Coordinator for further information, pending application approval and availability.



LIGHT UP

CENTRAL WINDS

Date: December Dates TBD

Drive-Thru Time: 7 PM - 9 PM

Walk-Thru Event Time: 5 PM - 9 PM

Location: Central Winds Park

Event Age: 5 Years

Visit Central Winds Park and view holiday light tunnels for free presented by the City and local businesses and organizations. Enjoy food trucks and a movie in the park on our exclusive 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
- Industry Exclusive*
- +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)
- 20x20FT Bigger display space for lights (Power Provided)

TIER I- WALK-THRU NIGHT VENDOR- \$125

- 10x10 Booth Space





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WINTER SPRINGS FLORIDA, 32708