

DEERFIELD BEACH PARKS AND RECREATION

# EVENT

SPONSORSHIP PACKAGE



DEERFIELD BEACH  
FLORIDA

## WHO WE ARE:

Visit a “Blue Wave” beach! The City of Deerfield Beach has earned this award designation by The Clean Beach Council based on specific criteria, which includes excellence in water quality, beach conditions, safety services, public information and habitat conservation.

Since 1925, the Parks and Recreation Department of the City of Deerfield Beach has been vital to the lifeblood of the community. Today the parks system carries on the tradition through 470 acres at over 190 sites city-wide.

Our residents enjoy a 976-foot International Pier, a one-mile stretch of public beach, jogging/walking trails, over 30 public parks and several annual special events.

## OPPORTUNITIES:

Inside this booklet you’ll discover some of the great sponsorship opportunities the City of Deerfield Beach Parks and Recreation Department has to offer your company or organization. From one of our large-scale events, such as the annual July 4th Celebration or the Country Music Festival, we offer options to fit all your needs and budget. For more information about sponsorship opportunities contact (954) 480-4429.

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## Dr. Martin Luther King, Jr. Birthday Celebration

### SPONSORSHIP PACKAGE

Deerfield Beach along with the City's leaders, civic organizations and churches, pay homage to this great Civil Rights leader. This four day long event features a weekend carnival, games and live entertainment. Monday draws the festivities to a close with a nearly 2 mile long parade. Nearly 20,000 came out over the weekend last year and we are looking forward to seeing this event grow.

#### **Title Sponsor-**

##### **\$10,000 Contribution**

- Company name added to event title as a presenting sponsor of weekend events
- Press release announcing and promoting title sponsor
- Opportunity to make welcoming announcements at event
- Company logo on main banner at front of parade
- Ability to provide three banners for placement at event
- Company name or logo in all newspaper advertisements
- Company name or logo listed in all promotional publications, flyers and press releases
- Company name or logo listed on City's Special Events website with an option to link to own website
- 10 VIP tent passes

#### **Carnival Sponsor-**

##### **\$5,000 Contribution**

- Company name or logo displayed at carnival entrance
- Company logo on main banner at front of parade
- Ability to provide two banners for placement at event
- Company name or logo in all newspaper advertisements
- Company name or logo listed in all promotional publications, flyers and press releases
- Company name or logo listed on City's Special Events website with an option to link to own website
- 5 VIP tent passes

#### **Grand Marshal Sponsor-**

##### **\$3,500 Contribution**

- Company name or logo displayed in front of Grand Marshal during parade
- Company logo on main banner at front of parade
- Ability to provide a banner for placement at event
- Company name or logo in all newspaper advertisements
- Company name or logo listed in all promotional publications, flyers and press releases
- Company name or logo listed on City's Special Events website with an option to link to own website

#### **Parade Sponsor-**

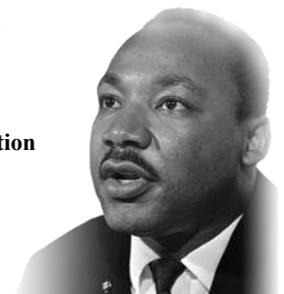
##### **\$500 Contribution**

- Company logo on main banner at front of parade
- Company name or logo in all newspaper advertisements
- Company name or logo listed in all promotional publications, flyers and press releases
- Company name or logo listed on City's Special Events website with an option to link to own website

**Please Note:** These packages are just a guide. Customized sponsorship packages can be created to meet your needs, budget, and goals.

“Life's Most persistent and urgent question is, 'What are you doing for others?'"

~ Martin Luther King, Jr.





# Deerfield Beach

## Summer Music Festival & Wing Warrior Cook-Off

### Sponsorship Package

The Deerfield Beach Summer Music Festival and Wing Warrior Cook-Off is an opportunity to showcase the vibrant cultures of Deerfield Beach. The event will display culinary delights, musical fusion and artistic fashions. In addition, a kid's zone will include entertainment for all ages. The Deerfield Beach Summer Music Festival and Wing Warrior Cook-Off allows your brand to incorporate itself with a showcase of foods, culture, music and more that will reach a diverse audience by promoting your products and services.

#### Title Sponsor

##### \$5,000 Contribution

- Name added to event title as sole presenting sponsor
- Press release announcing and promoting title sponsor
- Opportunity to make welcoming announcements at event
  - Ability to display up to two banners (company provide for placement at the event)
- Sponsor name or logo in all newspaper advertisements, promotional publications, flyers and press releases
- Sponsor recognition and link from the event page on the City's Special Events website
- Special recognition by MC throughout event
  - 5 VIP tent passes
  - 10' x 10' booth, table and two chairs

#### Main Stage/Entertainment Sponsor

##### \$2,000 Contribution

- Sponsor name or logo in all newspaper advertisements, promotional publications, flyers and press releases
- Sponsor recognition on City's Special Events website
- Ability to display one banner (company provided)
- 10' x 10' booth, table and two chairs

#### Kid's Zone Presenting Sponsor

##### \$1,000 Contribution

- Sponsor name or logo in all newspaper advertisements, promotional publications, flyers and press releases
- Sponsor recognition on City's Special Events website
- Ability to display one banner (company provided)
- 10' x 10' booth, table and two chairs

#### Rhythm & Blues Sponsor

##### \$500 Contribution

- Sponsor name or logo in all newspaper advertisements, promotional publications, flyers and press releases
- Sponsor name or logo on City's Special Events website
- Recognition by MC throughout event

**Please Note:** Customized sponsorship packages can be created to meet your needs, budget & goals

# Deerfield Beach July 4th Celebration

## SPONSORSHIP PACKAGE

**Event Profile:** The Deerfield Beach 4th of July Celebration is the biggest annual event that the City of Deerfield Beach organizes. Last year over 70,000 people came out to enjoy great food, fun activities and a huge fireworks show. We are looking forward to this year's event and its continued growth. This year the event will showcase live entertainment, arts and craft vendors, food vendors, a kid's zone with many activities, fireworks and more!

### **ALL AMERICAN PRESENTING SPONSOR - \$30,000 Contribution**

- Name added as sole presenting sponsor to event title
- Press release announcing and promoting title sponsor
- Opportunity to make welcoming announcements at event
- Ability to provide up to three banners for placement at the event
- Company name or logo in all newspaper advertisements
- Company name or logo in all promotional publications, flyers and press releases
- Company name or logo listed on City's Special Events website with an option to link to own website
- Special recognition by MC throughout event
- 15 VIP tent and parking passes
- 10' x 10' booth, table and two chairs

### **MAIN STAGE/ENTERTAINMENT SPONSOR - \$12,000 Contribution**

- Company name or logo in all newspaper advertisements
- Company name or logo in all promotional publications and flyers
- Company name or logo on City's Special Events website
- Ability to provide two banners for recognition at main event stage
- 10 VIP parking passes

### **KID'S ZONE PRESENTING SPONSOR - \$5,000 Contribution**

- Company name or logo in all newspaper advertisements
- Company name or logo in all promotional publications and flyers
- Company name or logo on City's Special Events website
- Ability to provide one banner for recognition at kid's zone
- 5 VIP parking passes
- 10' x 10' booth, table and two chairs

### **STARS AND STRIPES SPONSOR - \$1000 Contribution**

- Name recognized from stage during welcoming comments
- Company name or logo added to event marketing materials
- Company logo on City's Special Events website

### **FREEDOM SPONSOR - \$500 Contribution**

- Company name or logo added to event marketing materials
- Company logo on City's Special Events website

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# COUNTRY MUSIC FESTIVAL

DEERFIELD BEACH, FL

## SPONSORSHIP PACKAGE

The Country Music Festival is one Deerfield Beach's fastest growing events, with nearly 15,000 people coming out last year. The festival features live performances from top local and state talent, a large variety of food, arts and craft vendors, and a classic car show all set to the beautiful backdrop of the Atlantic Ocean. This provides a unique opportunity to reach a very diverse group of country music fans, car enthusiasts, and beach goers.

### **Title Sponsor-** **\$10,000 Contribution**

- Company name added to event title as a presenting sponsor of weekend events
- Press release announcing and promoting title sponsor
- Opportunity to make welcoming announcements at event
- Ability to provide three banners for placement at event
- Company name or logo in all newspaper advertisements
- Company name or logo listed in all promotional publications, flyers and press releases
- Company name or logo listed on City's Special Events website with an option to link to own website
- 10 VIP tent passes
- 10' x 10' booth space, table and two chairs

### **Main Stage Sponsor-** **\$5,000 Contribution**

- Company name or logo displayed at main stage
- Ability to provide two banners for placement at event
- Company name or logo in all newspaper advertisements
- Company name or logo listed in all promotional publications, flyers and press releases
- Company name or logo listed on City's Special Events website with an option to link to own website
- 5 VIP tent passes
- 10' x 10' booth space, table and two chairs

### **Car Show Presenter-** **\$2,500 Contribution**

- Sponsor name or logo in all newspaper advertisements
- Company name or logo listed in all promotional publications, flyers and press releases
- Sponsor name or logo on City's Special Events website
- Ability to display one banner (company provided) for recognition at car show exhibition area
- Recognition by MC throughout event
- 10' x 10' booth, table and two chairs

### **Entertainment Sponsor-** **\$1,000 Contribution**

- Sponsor name or logo in all newspaper advertisements
- Company name or logo listed in all promotional publications, flyers and press releases
- Sponsor name or logo on City's Special Events website
- Recognition by MC throughout event

### **Old Dixie Sponsor-** **\$500 Contribution**

- Sponsor name or logo in all newspaper advertisements
- Sponsor name or logo on City's Special Events website
- Recognition by MC throughout event



# DEERFIELD BEACH FALL FESTIVAL SPONSORSHIP PACKAGE

The City of Deerfield Beach's Fall Festival is an opportunity for the entire family to enjoy a day filled with Fall fun! This festive event includes several fun activities such as picking out the perfect pumpkin from our pumpkin patch, running through a hay maze, enjoying live entertainment, treats and much more!

## Title Sponsor

**\$5,000 Contribution**

- ✦ Name added to event title as sole presenting sponsor
  - ✦ Press release announcing title sponsor
- ✦ Opportunity to make welcoming comments at event
  - ✦ Ability to display up to two banners (company provides)
  - ✦ Sponsor name or logo on all newspaper advertisements, promotional publications, & flyers
    - ✦ Sponsor recognition & link on the City's Special Events website
- ✦ Special recognition by MC throughout event
  - ✦ 10' x 10' booth, table and two chairs

## Hay Maze Sponsor \$3,000 Contribution

- ✦ Sponsor name or logo on all promotional publications
- ✦ Sponsor recognition & link on the City's Special Events website
- ✦ Ability to display one banner (company provides)

## Family Fun Zone Sponsor \$2,000 Contribution

- ✦ Sponsor name or logo on all promotional publications
- ✦ Sponsor recognition & link on the City's Special Events website
- ✦ Ability to display one banner (company provides)

## Pumpkin Patch Sponsor \$500 Contribution

- ✦ Sponsor name or logo on all promotional publications
- ✦ Sponsor recognition & link on the City's Special Events website
- ✦ Sponsor sign recognition

*Fall*  
**FESTIVAL**  
DEERFIELD BEACH

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## SPONSORSHIP PACKAGE

**The City of Deerfield Beach's Annual Ocean Way Holiday Celebration & Tree Lighting Ceremony is an exciting event for the entire family. The event provides a magical evening as we celebrate the holiday season and features a unique beach side lighting display, musical performances, kid's activities, photos with Santa, tasty holiday treats, and snow showers all night.**

### Title Sponsor

**\$5,000 Contribution**

- \* Name added to event title as sole presenting sponsor
  - \* Press release announcing title sponsor
    - \* Opportunity to make welcoming comments at event
  - \* Ability to display up to two banners (company provides for placement at the event)
  - \* Sponsor name or logo on all newspaper advertisements, promotional publications, & flyer's
  - \* Sponsor recognition & link from the event page on the City's Special Events website
  - \* Special recognition by MC throughout event
    - \* 10' x 10' booth, table and two chairs
    - \* 5 VIP parking passes

### Main Stage/Entertainment Sponsor

**\$3,000 Contribution**

- \* Sponsor name or logo on all promotional publications
  - \* Sponsor recognition & link on City's Special Events website
- \* Ability to display one banner (company provides)
  - \* 2 VIP parking passes

### Ice Rink Sponsor

**\$2,000 Contribution**

- \* Sponsor name or logo on all promotional publications
  - \* Sponsor recognition & link on the City's Special Events website
- \* Ability to display one banner (company provides)
  - \* 1 VIP parking pass



### Holiday Lights Sponsor

**\$500 Contribution**

- \* Sponsor name or logo on all promotional publications
- \* Sponsor recognition & link on the City's Special Events website
  - \* Sponsor sign recognition by holiday light display

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Deerfield Beach's Annual Pioneer Days, previously known as Founders' Days, is the longest continuously running event held in the City. The festivals boosts a two mile long parade that draws nearly 10,000 people to the streets, along with a weekend long carnival held at the Main Beach Parking Lot, with arts, crafts and food vendors drawing many more attendees. The Festival includes a grand firework show over the International Fishing Pier. This deeply rooted event is always a success and shows just how much the community loves their City.

### **Title Sponsor - \$25,000**

- \* Name added to event title as sole presenting sponsor
- \* Press release announcing title sponsor
- \* Opportunity to make welcoming comments at event
- \* Ability to display up to three banners a the event
- \* Company name or logo on lead banner of parade
- \* Company name or logo on all newspaper advertisement, promotions publications, & flyers
- \* Sponsor recognition & link from the event page on the City's website
- \* Special recognition by MC throughout the event
- \* 10 x 10 booth, table and two chairs
- \* 10 VIP passes
- \* 4 VIP parking passes

### **Parade Sponsor - \$7,500**

- \* Name added to event title as parade sponsor
- \* Opportunity for your company to walk/ present a banner/ float during parade
- \* Company name or logo on lead banner of parade
- \* Company name or logo on all newspaper advertisement, promotions publications, & flyers
- \* Sponsor recognition & link from the event page on the City's website
- \* Special recognition by MC throughout the event
- \* 10 x 10 booth, table and two chairs
- \* 3 VIP parking passes

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### **Carnival Sponsor - \$10,000**

- \* Name added to event title as carnival sponsor
- \* Ability to display up to three company provided banners at event
- \* Company name or logo on lead banner of parade
- \* Company name or logo on all newspaper advertisement, promotions publications, & flyers
- \* Sponsor recognition & link from the event page on the City's website
- \* Special recognition by MC throughout the event
- \* 10 x 10 booth, table and two chairs
- \* 5 VIP passes
- \* 2 VIP parking passes

### **Fireworks Sponsor - \$5,000**

- \* Name added to event title as fireworks sponsor
- \* Ability to display a company provided banners at event
- \* Sponsor name or logo on all newspaper advertisement, promotions publications, & flyers
- \* Sponsor recognition & link from the event page on the City's website
- \* Special recognition by MC throughout the event
- \* 10 x 10 booth, table and two chairs
- \* 1 VIP pass

### **Community Sponsor - \$1,000**

- \* Ability to display a company provided banner at event
- \* Sponsor name or logo on all newspaper advertisement, promotions publications, & flyers
- \* Sponsor recognition & link from the event page on the City's website
- \* Special recognition by MC throughout the event
- \* 10 x 10 booth, table and two chairs



CITY OF  
**DEERFIELD BEACH**  
FLORIDA

Parks and Recreation  
150 NE 2nd Ave., Deerfield Beach, FL 33441  
954-480-4429 • [www.DFB.city](http://www.DFB.city)



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