

Dunedin Parks & Recreation

Be Involved & Be Seen!

*Special Event
Sponsorship Opportunities*



DUNEDIN
Home of Honeymoon Island
Parks & Recreation

Dear Community Partner:

The Dunedin Parks & Recreation Department invites you to be a part of as many of our annual special events as you desire. These events offer the opportunity for neighbors and visitors to come together and celebrate. Dunedin is known for our family-friendly events which are open to the public and held throughout the year at various city parks and recreation centers. We are an experienced and motivated group who regularly attracts a great deal of attention and attendees.

The following package includes unique sponsorship opportunities designed to affordably reach local residents, area visitors and potential customers for your business or organization. The sponsorship levels are customized to various levels giving you more promotional flexibility and ability to maximize your exposure.

Your sponsorship will help ensure the success of these events and allows you to invest in your community today! Enclosed please find more information on these exciting opportunities, benefits and a sponsorship application. We thank you in advance for your consideration and look forward to speaking with you.

Sincerely,



Vince Gizzi, Director
Dunedin Parks & Recreation

Event Line-Up

From community-wide festivities with thousands of visitors, to intimate gatherings of families, below is a wide array of sponsorship opportunities to meet your needs.

-  = Attendance of 2,000+
-  = Attendance of 751-2,000
-  = Attendance of 301-750
-  = Attendance up to 300

Holiday Events

- Old Fashioned Christmas & Holiday Parade 
- Holiday Boat Parade & Tree Lighting 
- Halloween Happenings 
- Breakfast with Santa 
- Flashlight Easter Egg Hunt 
- Bunny Brunch 

Fitness & Wellness Events

- Hog Hustle 5K Run & 1 Mile Fun Run 
- Senior Awareness Fair 

Outdoor Concerts & Films

- Sunset Music Series 
- Starlight Concerts 
- Films in the Park 
- Drive-In Movie 

Family Events

- Touch-a-Truck 
- Splash Bash & Picnic 
- Midnite Madness 
- Teddy Bear Tea 
- MLK, Jr. Celebration & Unity Breakfast 

Application & Contact - See back page

Old Fashioned Christmas & Holiday Parade

2nd Saturday in December in Downtown Dunedin

Event Profile

- Approximately 8,000-10,000 Attendees
- Holiday Parade with over 100 units
- Dueling Snow Slides
- Main Stage entertainment
- Horse-drawn carriage rides
- Train rides
- Roaming street performers, carolers and musicians
- “Snow Flurries” on Main Street
- Visits with Santa Claus
- Kids Crafts & Games

Description & Overview

The Old Fashioned Christmas & Holiday Parade is Dunedin’s signature holiday event. The downtown streets are decorated from top to bottom with tinsel, colorful lights, holiday cheer, beautiful live music and even snowflakes! The parade draws in thousands of viewers watching the decorated floats and vehicles as they anxiously await Santa’s arrival on the last fire engine. After the parade, visitors walk the festive streets enjoying horse-drawn carriage rides, train rides, snow slides, children’s games & crafts, making s’mores and listening to live holiday music in Pioneer Park.

Sponsorship Levels & Opportunities	Sponsorship Level					
	Parade Sponsor \$3,500	Snow Slide \$3,500 (2 available)	Main Stage \$1,000	Train Rides \$500	Carriage Rides \$500	Kids Crafts \$500
Ability to speak on stage and introduce the band.			✓			
Ability to walk at front of the parade with event banner including company logo. (City provides banner)	✓					
Exclusive VIP viewing area along the Parade route and in Pioneer Park for up to 10 people.	✓	✓	✓			
Company identified on all marketing materials (print and online).	Logo	Logo	Logo	Name	Name	Name
Sponsorship recognition during public address announcements.	✓	✓	✓	✓	✓	✓
Company banner displayed at the sponsored location. City provides banner for the Parade and Snow Slide sponsors. All other sponsors must provide their own banner.	✓	✓	✓	✓	✓	✓



Holiday Boat Parade & Tree Lighting

1st Saturday in December @ Edgewater Park/Dunedin Marina

Event Profile

- Approximately 4,000 Attendees
- Lighted Boat Parade
- Santa's arrival by boat
- Tree Lighting Ceremony
- Holiday Music

Description & Overview

The Holiday Boat Parade & Tree Lighting Ceremony has been a traditional waterfront celebration for many years as thousands of families and visitors watch the decorated boats parade into the Marina. Entertainment and activities include holiday music, Santa's arrival by boat, concessions and S'mores. Santa then arrives by boat greeting the children and then lead the countdown in the lighting of the City's holiday tree.

Sponsorship Levels & Opportunities	Presenting \$500	Gold \$300 (4 available)
Ability to speak on stage to welcome the crowd and kick off the event.	✓	
City will provide a table and 2 chairs for company promotions.	✓	✓
Company banner strategically displayed. (Company provides banner)	✓	✓
Sponsorship recognition during public address announcements.	✓	✓
Company identified on all marketing materials (print and online).	Logo	Name



Halloween Happenings

Saturday before Halloween @ Highlander Park

Event Profile

- Approximately 4,000 Attendees
- Haunted Hayride
- Preschool Activities
- Carnival Games & Kids Crafts
- Costume Contest

Description & Overview

Halloween Happenings is a long-time running event and family tradition for thousands of residents and visitors. Entertainment and activities include child-focused games and crafts, Boo in the Zoo for preschoolers, bounce houses, spooky storytelling, haunted hayride and a costume contest.

Sponsorship Levels & Opportunities	Sponsorship Level					
	Platinum Sponsor \$1,000	Costume Contest \$500	Haunted Hayride \$500	Boo in the Zoo \$250	Carnival Games \$250	Kids Crafts \$250
Company identified as the Platinum Sponsor of the event on all marketing materials and advertisements.	✓					
Ability to speak on stage and welcome the crowd.	✓					
Event Package (2 Wristbands, 4 Hayride Tickets and 1 Parking Pass)	4	2	2			
Company identified on all marketing materials (print and online).	Logo	Logo	Logo	Name	Name	Name
Sponsorship recognition during public address announcements.	✓	✓	✓	✓	✓	✓
Company banner displayed at sponsored location. (Company provides banner)	✓	✓	✓	✓	✓	✓



Breakfast with Santa

1st Saturday in December @ Dunedin Community Center

Event Profile

- Approximately 300 Attendees
- All-you-can-eat pancake breakfast
- Arts & Crafts for kids
- Photos with Santa

Description & Overview

This multi-generational event offers families with young children the ability to get personal time with Santa Claus while enjoying a pancake breakfast, children's activities and entertainment.

Sponsorship Levels & Opportunities	Gold \$250 (4 available)
City will provide a table and 2 chairs for company promotions.	✓
Company name displayed on all marketing materials (print and online).	✓
Company banner strategically displayed. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓



Flashlight Easter Egg Hunt

Saturday event around Easter @ MLK, Jr. Recreation Center

Event Profile

- Approximately 300 Attendees
- Flashlight Egg Hunt
- Kids Crafts & Games
- Hot Dog Picnic for kids and adults

Description & Overview

Children (ages 4-10) bring their flashlight and basket to hunt for eggs in the dark during this “egg-citing” family event. Participants also have fun enjoying games, crafts and a hot dog dinner.

Sponsorship Levels & Opportunities	Gold \$250 (4 available)
City will provide a table and 2 chairs for company promotions.	✓
Company name displayed on all marketing materials (print and online).	✓
Company banner strategically displayed. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓



Bunny Brunch

Saturday in March @ Dunedin Community Center

Event Profile

- Estimated attendance of 300
- Light Brunch
- Games and Crafts for kids
- Egg Hunt
- Visit with the Easter Bunny

Description & Overview

Due to the popular interest of Breakfast with Santa, we've created this new event to celebrate with the Easter Bunny. This event offers families with young children the ability to get personal time with the Easter Bunny while enjoying a light brunch, children's activities and an egg hunt!

Sponsorship Levels & Opportunities	Gold \$250
City will provide a table and 2 chairs for company promotions.	✓
Company name displayed on all marketing materials (print and online).	✓
Company banner strategically displayed. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓



Hog Hustle 5K Run & 1 Mile Fun Run

Saturday in May @ Florida Auto Exchange Stadium

Event Profile

- Attendance of 1,000 (350 runners plus 650 spectators)
- Event for youth, adults and seniors
- Starts & Ends at Florida Auto Exchange Stadium
- Course is along Edgewater Drive and through Downtown Dunedin
- Breakfast, t-shirts and awards provided

Description & Overview

The Hog Hustle 5K Run is one of Dunedin's signature events. Runners take their mark and begin at the Florida Auto Exchange Stadium and enjoy a scenic route along Edgewater Drive, continue through historic downtown Dunedin, then back to the Stadium to cross the finish line.

Sponsorship Levels & Opportunities	Sponsorship Level			
	Presenting \$1,000	Platinum \$750 (4 available)	Gold \$500	Silver \$250
Company identified as the Presenting sponsor of the event on all marketing materials and advertisements.	✓			
Ability to welcome the crowd and shoot the race starting gun.	✓			
Company website link included on City's online advertising.	✓			
Two Yearly Fitness Memberships to the Dunedin Recreation Fitness Center.	✓			
City will provide a table and 2 chairs for company promotions.	✓	✓		
Free race entries which includes a t-shirt and a post-race breakfast.	10	5	2	
Banner strategically displayed at the event. (Company provides banner)	✓	✓	✓	
Company may provide promotional materials to be stuffed in the runner's registration packet.	✓	✓	✓	✓
Sponsorship recognition during public address announcements.	✓	✓	✓	✓
Company identified on race t-shirt.	Logo	Logo	Logo	Logo
Company identified on all marketing materials (print and online).	Logo	Logo	Name	Name



Senior Awareness Fair

Friday in January @ Hale Senior Activity Center

Event Profile

- Over 400 Attendees
- 50+ Vendors providing information for the older adult community
- Free Lunch

Description & Overview

Adults and seniors peruse through the facility speaking with vendors and gathering information related to healthcare, wellness, legal assistance, home and financial security, retirement living, insurance and nutrition. Free health screenings are performed and a free lunch is provided.

Sponsorship Levels & Opportunities	Gold \$500 (4 available)	Silver \$200
City will provide a table and 2 chairs for company promotions.	✓	
Sponsor provides 200 give-away bags imprinted with sponsor logo.	✓	
City will provide (2) lunch tickets.	✓	
Sponsorship recognition during public address announcements.	✓	✓
Company identified on all marketing materials (print and online).	Logo	Name



Sunset Music Series

Every Friday evening in May @ Weaver Park

Event Profile

- Free outdoor music concerts
- Weekly attendance over 500
- All ages, family-friendly entertainment
- Food & Beverage vendors



Description & Overview

Sunset Music Series has proven to be another community tradition in Dunedin. Crowds have gotten bigger as the community has been attracted to this an annual event. Different styles of musical artists are featured each week such as Classic Rock, Blues, Country, Pop & Funk. The variety of entertainment lures music lovers of every generation, giving sponsors excellent advertising exposure to most all market segments.

Sponsorship Levels & Opportunities	Presenting \$5,000
Company identified as the Presenting sponsor of the event on all marketing materials and advertisements.	✓
Ability to speak on stage and introduce the band each week.	✓
Logo on all marketing materials and advertising (print and online).	✓
Company banner strategically displayed each week. (City provides banner)	✓
Sponsorship recognition during public address announcements each week.	✓
City will provide a table and 2 chairs for company promotions.	✓



Starlight Concerts

Every Friday evening in September @ Highlander Park

Event Profile

- Free outdoor music concerts
- Weekly attendance over 500
- All ages, family-friendly entertainment
- Food & Beverage vendors

Description & Overview

Starlight Concerts are back by popular demand! Due to fiscal constraints, the event went on hiatus for one year in 2014. The Dunedin Parks & Recreation Department was proud to revive this program in 2015 and was made possible through the generous donations of our sponsors. Each week features local artists in a variety of music genres from Folk to Contemporary. This multi-generational crowd is a marketer's dream.

Sponsorship Levels & Opportunities	Presenting \$1,000/night	Gold \$500/month (4 available)	Silver \$250/night
Company identified as the Presenting Sponsor of the night.	✓		
Ability to speak on stage and introduce the band.	✓		
Exclusive VIP area at the Gazebo for up to 30 people.	✓		
Company website link included on City's online advertising.	✓		
Company banner strategically displayed each week. (Company provides banner)	✓	✓	
City will provide a table and 2 chairs for company promotions.	✓ every night	✓ every night	
Sponsorship recognition during public address announcements.	✓	✓	✓
Company identified on marketing materials (print and online).	Logo	Name	Name



Films in the Park

Every Friday evening in April and October @ Pioneer Park

Event Profile

- Free outdoor movies on the big screen
- Weekly attendance over 300
- All ages

Description & Overview

During each Spring and Fall, hundreds of local residents grab their blanket and picnic basket and head downtown for a relaxing evening to watch a movie under the night sky. This sponsorship opportunity will allow you to have an exclusive promotional area and the ability to welcome the attendees to that night's entertainment.

Sponsorship Levels & Opportunities	Presenting \$1,000/month or \$300/night
Ability to speak on stage and welcome the crowd.	✓
City will provide a table and 2 chairs for company promotions.	✓
Company banner strategically displayed. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓
Company name listed on all marketing materials (print and online).	✓



Drive-In Movies

Select nights in March and December @ Highlander Park

Event Profile

- Free outdoor movies on the big screen
- Weekly attendance over 200
- All ages

Description & Overview

During each Spring and Fall, hundreds of local residents grab their blanket and picnic basket and head downtown for a relaxing evening to watch a movie under the night sky. This sponsorship opportunity will allow you to have an exclusive promotional area and the ability to welcome the attendees to that night's entertainment.

Sponsorship Levels & Opportunities	Gold \$100/night (4 available)
City will provide a table and 2 chairs for company promotions.	✓
Company banner strategically displayed. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓
Company name listed on all marketing materials (print and online).	✓



Touch-a-Truck

Saturday event in April @ Highlander Park

Event Profile

- Over 1,000 Attendees
- Interactive display of over 100 vehicles, trucks, boats and more!
- Helicopter Landing
- Kids activities

Description & Overview

It's the ultimate kid's festival! Children of all ages can feel the power and hear the engines roar as they see, touch and sit in a real-life collection of trucks, cars, motorcycles, fire engines, police cars, bulldozers and tractors, as well as a helicopter landing. Music, bounce houses and food concessions complete this awesome experience.

Sponsorship Levels & Opportunities	Presenting \$1,000	Gold \$500 (4 available)	Silver \$250
Company identified as the Presenting Sponsor of the event on all marketing materials.	✓		
Ability to speak on stage and welcome the crowd.	✓		
Company website link included on City's online advertising.	✓		
Company banner strategically displayed. (Company provides banner)	✓	✓	
City will provide a table and 2 chairs for company promotions.	✓	✓	
Sponsorship recognition during public address announcements.	✓	✓	✓
Company identified on all marketing materials (print and online).	Logo	Logo	Name



Splash Bash & Picnic

Saturday in May @ Highlander Pool

Event Profile

- Free event with over 500 attendees
- Pool Games & Competition Races
- DJ Music Jams
- Free food

Description & Overview

Families can kick off the summer pool style with games, races and DJ music jams held throughout the day. Free food provided.

Sponsorship Levels & Opportunities	Gold \$250 (4 available)
City will provide a table and 2 chairs for company promotions.	✓
Company name displayed on all marketing materials (print and online).	✓
Company banner strategically displayed. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓



Midnite Madness

Evening event in February and June @ MLK, Jr. Recreation Center and Stirling Skate Park

Event Profile

- Over 200 attendees
- Skateboarding contests
- Mini Skate Jams
- Outdoor Laser Tag
- Extreme Inflatables
- Music & Prizes
- Snack Food Buffet

Description & Overview

The Youth Advisory Committee host a night of fun and excitement as tween and teens battle through an outdoor laser tag arena and test their skills on two extreme inflatables, enjoy game raids, skate park jams and a snack food buffet.

Sponsorship Levels & Opportunities	Gold \$250/night (4 available)
City will provide a table and 2 chairs for company promotions.	✓
Company name displayed on all marketing materials (print and online).	✓
Company banner strategically displayed. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓



Teddy Bear Tea

Saturday in May @ Dunedin Community Center

Event Profile

- Over 100 attendees
- Kids Crafts
- Storytelling
- Guest speak from Build-a-Bear
- Light Snacks & Tea

Description & Overview

Parents and their preschooler enjoy crafts, story time, lights snacks and tea. Participants are encouraged to bring their favorite stuffed animal.

Sponsorship Levels & Opportunities	Gold \$250 (4 available)
City will provide a table and 2 chairs for company promotions.	✓
Company name displayed on all marketing materials (print and online).	✓
Company banner strategically displayed. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓



MLK, Jr. Celebration & Unity Breakfast

Saturday in January @ MLK, Jr. Recreation Center / Pioneer Park

Event Profile

- Free event with approximately 200 attendees
- Breakfast provided for all participants
- Keynote Speaker
- Readings of the winning student essay contest
- March from the MLK, Jr. Recreation Center to Downtown Pioneer Park
- Live entertainment at Pioneer Park

Description & Overview

Participants enjoy breakfast while listening to the Shiloh Missionary Baptist Choir, dignitaries and a keynote speaker. The highlight of the morning will feature students reading their winning essay related to diversity and Dr. Martin Luther King, Jr. Then march to Pioneer Park for a series of live performances and entertainment.

Sponsorship Levels & Opportunities	Gold \$300
Ability to speak at breakfast and welcome the crowd.	✓
City will provide a table and 2 chairs for company promotions at breakfast.	✓
Company name displayed on all marketing materials (print and online).	✓
Company banner strategically displayed at breakfast. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓



Application & Contract

Company Information:

Company / Organization (This will be the exact listing on all promotions.)

Contact Name _____ Title _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Customize Your Package: (check each event sponsorship you wish to purchase)

Event	Parade	Snow Slide	Main Stage	Train Rides	Carriage Rides	Kids Crafts
Major Holiday Events						
Old Fashioned Christmas & Holiday Parade	\$3,500	\$3,500	\$1,000	\$500	\$500	\$500
	Platinum	Costume Contest	Haunted Hayride	Boo in the Zoo	Carnival Games	Kids Crafts
Halloween Happenings	\$1,000	\$500	\$500	\$250	\$250	\$250

Event	Presenting	Platinum	Gold	Silver
Holiday Events				
Holiday Boat Parade & Tree Lighting	\$500		\$300	
Breakfast with Santa			\$250	
Flashlight Easter Egg Hunt			\$250	
Bunny Brunch			\$250	
Outdoor Concerts & Films				
Starlight Concerts	\$1,000/night		\$500/mo	\$250/night
Sunset Music Series	\$5,000 SOLD			
Films in the Park	\$300/night \$1000/month ___/nights	<input type="checkbox"/> April <input type="checkbox"/> Oct.		
Drive-In Movie	<input type="checkbox"/> March <input type="checkbox"/> Dec.		\$100/night	

Event	Presenting	Platinum	Gold	Silver
Fitness & Wellness Events				
Hog Hustle 5K & Fun Run	\$1,000	\$750	\$500	\$250
Senior Awareness Fair			\$500	\$200
Family Events				
Touch-a-Truck	\$1,000		\$500	\$250
MLK, Jr. Celebration & Unity Breakfast			\$300	
Midnite Madness		<input type="checkbox"/> Feb. <input type="checkbox"/> June	\$250	
Splash Bash & Picnic			\$250	
Teddy Bear Tea			\$250	

Total Sponsorship: \$ _____

Method of Payment:

Credit Card - circle one: MasterCard Visa Credit Card # _____ Exp. date _____ CVC Code _____
 Check Payable to City of Dunedin
 Name on Card _____ Billing Zip Code _____

Dunedin Community Events 2016

<u>Date</u>	<u>Event</u>	<u>Location</u>
Sat Jan 16	MLK, Jr. Celebration & Unity Breakfast	MLK, Jr. Recreation Center
Fri Jan 22	Senior Awareness Fair	Hale Senior Activity Center
Fri Feb 26	Midnite Madness	MLK, Jr. Recreation Center
Sat Mar 5	Bunny Brunch	Community Center
Fri Mar 18-19	Drive-In Movie	Highlander Park
Sat Mar 19	Flashlight Egg Hunt	MLK, Jr. Recreation Center
(5) Friday April	Films in the Park	Pioneer Park
Sat Apr 23	Touch-a-Truck	Highlander Park
(4) Fridays May	Sunset Music Series	Weaver Park
Sat May 7	Hog Hustle 5K Run	FL Auto Exchange Stadium
Sat May 7	Splash Bash & Picnic	Highlander Pool
Sat May 21	Teddy Bear Tea	Community Center
Fri Jun 10	Midnite Madness	MLK, Jr. Recreation Center
(5) Fridays Sept	Starlight Concerts	Highlander Park
(4) Fridays Oct	Films in the Park	Pioneer Park
Sat Oct 22	Halloween Happenings	Highlander Park
Sat Dec 3	Breakfast with Santa	Community Center
Sat Dec 3	Holiday Boat Parade & Tree Lighting	Edgewater Park/Marina
Sat Dec 10	Old Fashioned Christmas & Holiday Parade	Downtown Dunedin
Fri Dec 16	Drive-In Movie	Highlander Park