



COCONUT  
CREEK

# 17<sup>th</sup> Annual Butterfly Festival



SPONSORSHIP OPPORTUNITIES

**2019** Saturday, February 23<sup>rd</sup>  
[COCONUTCREEK.NET/FESTIVAL](http://COCONUTCREEK.NET/FESTIVAL)



17<sup>th</sup> Annual

# Butterfly Festival

2019 Saturday, February 23<sup>rd</sup>  
COCONUTCREEK.NET/FESTIVAL

## WHEN

Saturday, February 23<sup>rd</sup>  
1:00PM to 8:30PM

## WHERE

Sabal Pines Park  
5005 NW 39th Avenue  
Coconut Creek

## MAIN ENTERTAINMENT

Garth Brooks Tribute Band  
Shawn Gerhard

## ADMISSION

Free

## ATTENDANCE

More than 10,000

## Entertainment

Free Carnival Rides  
Zambelli Fireworks Show  
Local Business Expo with FREE Giveaways  
Free Face Painting  
Police K-9 Demonstration  
Live Music Throughout the Event  
Free Arts and Crafts for the Kids  
Food and Beverages for Sale  
Main Evening Concert:  
**Garth Brooks Tribute Band** - Shawn Gerhard

## We would like you to be a sponsor

The City of Coconut Creek is looking for partners to help sponsor our Annual Butterfly Festival. There are many ways you can benefit from being a sponsor. In addition, there are many reasons for us to partner with you.

## Why we want to partner with you

You are a stakeholder in the culture, environment and success of Coconut Creek.

We are more effective at generating the enthusiasm and support necessary for a thriving City with your participation.

You have goods and services to share with Coconut Creek residents and they benefit from your participation.

## Ways you can benefit from partnering with us

You align yourself with one of Coconut Creek's most popular events.

You increase your company's name awareness to thousands of current and potential customers through on-site exposure and media coverage.

You can shape or reinforce positive public perception of your company.

You will be supporting your community.



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## What a Sponsorship Can Do For You

Aside from good corporate citizenship, good reasons to sponsor Coconut Creek events are to meet and greet valuable potential customers.

## An Attractive Audience For Business

The City of Coconut Creek has a population of approximately 58,694 people and over 25,000 households.

The median age is 40.2.

The population as a whole is a very desirable target audience.

Average annual household income is \$55,450.

Average household size is 2.57 people.

The City of Coconut Creek was voted the 48th Best Small Town to Live in America by Money Magazine.

## Get Your Name In Front of Lots Of People

The last Festival attracted more than 10,000 people, 87% of whom live within six miles of the City. Sponsors also receive exposure to thousands of residents and local area businesses via event promotion. Your sponsorship dollar delivers the best targeted Coconut Creek area audience available.

## Signage

Event banners - 4'x6' positioned at City facilities / Festival entrance banner / Perimeter banners - 4'x8' / Signs around Festival grounds highlighting events & sponsors.

## Media Coverage

News story coverage, advertising in local media, City communications including: Channel 78; City's website; weekly e-newsletter.

## At the Event

Access to the Sponsor Tent with complimentary food and beverages, reserved parking, and seating for the evening concert and fireworks display.

## CreekFit Membership, Coconut Creek's Fitness Centers

The Coconut Creek Recreation Complex and Community Center offer state-of-the-art, full-service Fitness Centers with CreekFit, our city's new hometown fitness program. Each Fitness+ membership has a retail value of \$100 which includes all classes and access to courts and gymnasiums.





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## Sponsorship Tiers

### Platinum Sponsorship

FOR ONLY \$10,000

Your organization's name most prominently displayed as the Signature Sponsor in:

- 1 Butterfly Festival signage (dozens of signs around the event, including entrance and stages).
- 2 Advertising and press releases sent to radio stations, newspapers, and other media outlets. City publications such as e-newsletters, social media and **CoconutCreek.net**.
- 3 **Two booths** in prime locations at the Butterfly Festival Business Expo to promote your business and meet customers.
- 4 **Ten free** annual CreekFit memberships (**\$1,000 retail value**).
- 5 **Access for twenty** to the Sponsor Tent with complimentary food & beverages, reserved parking, and concert seating.

### Gold Sponsorship

FOR ONLY \$5,000

Your organization's name most prominently displayed as the Gold Sponsor in:

- 1 Butterfly Festival signage (dozens of signs around the event, including entrance and stages).
- 2 Advertising and press releases sent to radio stations, newspapers, and other media outlets. City publications such as e-newsletters, social media and **CoconutCreek.net**.
- 3 **One booth** in a prime location at the Butterfly Festival Business Expo to promote your business and meet customers.
- 4 **Five free** annual CreekFit memberships (**\$500 retail value**).
- 5 **Access for ten** to the Sponsor Tent with complimentary food and beverages, reserved parking, and concert seating.

### Silver Sponsorship

FOR ONLY \$1,000

Your organization's name most prominently displayed as the Silver Sponsor in:

- 1 Butterfly Festival signage (dozens of signs around the event, including entrance and stages).
- 2 Advertising and press releases sent to radio stations, newspapers, and other media outlets. City publications such as e-newsletters, social media and **CoconutCreek.net**.
- 3 **One booth** in a prime location at the Butterfly Festival Business Expo to promote your business and meet customers.
- 4 **One free** annual CreekFit memberships (**\$100 retail value**).
- 5 **Access for four** to the Sponsor Tent with complimentary food and beverages, reserved parking, and concert seating.

### Other Ways To Help

- Donations of products necessary to plan and operate the Coconut Creek Butterfly Festival.
- Contests that can be self-created or designed by the City and sponsored by local or involved businesses.
- In-store promotions and advertising to encourage attendance at the event.



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## Select Your Sponsorship Tier

**Platinum  
Sponsorship**

FOR ONLY \$10,000

SELECT

**Gold  
Sponsorship**

FOR ONLY \$5,000

SELECT

**Silver  
Sponsorship**

FOR ONLY \$1,000

SELECT

### Your Information

COMPANY NAME

ADDRESS

CITY

TELEPHONE NUMBER

CONTACT NAME

SUITE/UNIT

STATE

ZIP

EMAIL ADDRESS

Deadline to Register as a Sponsor: Thursday, January 31, 2019 for complete media recognition.

#### For Additional Information please contact:

**Maureen DeLaunay**

Executive Assistant | City Manager's Office  
City of Coconut Creek  
(954) 973-6720  
mdelaunay@CoconutCreek.net

#### Mail Check To:

**City of Coconut Creek**  
Attn: Maureen DeLaunay  
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Coconut Creek, FL  
33063-3879