



## Earthfest: Celebrate Arbor Day

Saturday, April 20, 2024 | 10 a.m. – 2 p.m. | Tuscowilla Park

### SPONSORSHIP AGREEMENT

Sponsor Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

#### Sponsorship Level

Please select one – detailed benefits are listed on the last page of this guide

- \$1,000 - Sapling
- \$500 - Sprout

#### Required Information

Please indicate if you intend to use your own branded tent or if you wish to have one provided. (Tents limited to 10'X10').

Using own branded tent       Request tent be provided

One table and two chairs are provided with your sponsorship.

Do you need electric?

YES       NO

\*Please note access to electrical power is very limited and cannot be guaranteed.

#### Sponsorship agreement, company logo (email), and payment can be returned to:

City of Ocala – Recreation and Parks Department

Attn: Brooke Perry

828 NE Eighth Avenue Ocala, Florida 34470

bperry@ocalafl.gov

352-368-5517

## EVENT TERMS & GUIDELINES

### Check-In, Set Up and Break Down

- All sponsors are required to check in with the designated event staff, who will be present to meet them at the check-in area. Maps will be provided to all vendors with check-in information prior to the event.
- Set-up may begin at 7 a.m. and should be complete and ready for inspection by 9 a.m.
- Sponsors must limit themselves to one vehicle within the event site, unload the equipment/product and remove the vehicle prior to set-up.
- Break down can begin at 2p.m., but no vehicles will be allowed into the event area until cleared by the appropriate event personnel. Early breakdown is prohibited.

### Exhibit Space

- Sponsors receive prime placement for their tents, however requests for a particular space cannot be guaranteed. The final location will be assigned by the City in keeping with goals to provide a quality event zone.
- Exhibits must be open and staffed for the entire duration of the event.
- Small radios are allowed. Amplification equipment is NOT permitted at booths.
- Sponsors and vendors are prohibited from having animals within the confines of the event, except for legitimate service animals as authorized by State Statute and ADA standards.
- Sponsors are required to have a solid non-flammable tent in a neutral color. No carport-type tents allowed. Demonstrators are not required to bring a tent if setup does not require it.
- The entire booth (including tent, tables, displays, etc.) must fit into the 10'x10' space provided.
- Identification signs must be hung at the top front of the tent. The sign is restricted to 18" high and shall be no longer than the width of the tent (10').
- Sponsors must have a plan for how they will secure/weigh down their tent to accommodate windy weather; however, staking into the ground, pavement and/or street is prohibited.
- Sponsors are responsible for maintaining their booth and surrounding areas during and after the event.
- Sponsors must dispose of all trash (cardboard boxes must be broken down) in event dumpsters not in trashcans provided for public use. Booth space should be left clean after tear-down; no trash, trash bags, empty boxes, etc.

### Marketing

- We encourage our sponsors to promote their participation with the event. However, the following cannot be done by any vendor or sponsor:
  - Create/sell items bearing the event name or likeness
  - Create/sell items bearing the event logo
  - Use copywritten photos/materials as your own
  - Create events on Facebook (or any other social media/website) using official event name or logo.  
However, links to the Ocala Recreation and Parks Facebook page/event page and website are permitted.
- Please contact the Ocala Recreation and Parks Marketing Department for questions regarding digital or print marketing and to obtain approved promotional materials at [rmarketing@ocalafl.org](mailto:rmarketing@ocalafl.org).

### Additional Guidelines

- Sponsors and vendors are **PROHIBITED FROM SMOKING WITHIN THE EVENT SITE.**
- "Pushing" sales to passing customers is prohibited.
- Sponsors are responsible for collecting and reporting sales tax on all sales.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

*By signing above, I have read all the rules pertaining to this application/contract and agree to abide by them.*

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

### Benefits and Media Recognition

- Reserved 10' x 10' booth space and tent (optional), with one table & two chairs
- Company recognition on:
  - Stage banner
  - Event webpage
  - Social media
  - Event signage
  - Digital & print marketing materials
  - Electronic invitation

## **Sprout Sponsor - \$500**

### Benefits and Media Recognition

- Reserved 10' x 10' booth space and tent (optional), with one table & two chairs
- Company recognition on:
  - Event webpage
  - Social media
  - Event signage
  - Digital & print marketing materials