



# 2024 SPONSORSHIP OPPORTUNITIES



# 2024



## SPONSORSHIP OPPORTUNITIES

Last year, Nathan Benderson Park created a memorable evening for nearly 20,000 families and members of our community for NBP Fireworks on the Lake.

Nathan Benderson Park will once again give families and members of our community the opportunity to come together for an evening of fun, fireworks and celebration at the 2024 NBP Fireworks on the Lake taking place July 3, 2024.

In addition to fireworks, there will be entertainment for the entire family including live music, kid's activities, food vendors and more.

NBP would like to offer you the opportunity to join us a sponsor of this year's NBP Fireworks on the Lake.

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	Presenting (\$20,000) Lamborghini	Stage (\$5,000) 4 available	VIP Tower Area (\$5,000) 3 Available	VIP Food & Beverage (\$2,500) 4 Available	Kids Zone (\$5,000) MOTE
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### EXCLUSIVITY

Naming Rights to overall event	x				
Activation Opportunity during event (to be mutually agreed upon)	x				

### MARKETING AND PROMOTION

Recognition on event sponsor signage <i>*refer to list of signage per level</i>	x	x	x	x	x
Recognition during on-site announcements	x	x	x	x	x
Recognition in radio/TV/Pring media promotion (deadline early June)	x	x	x	x	x
Recognition on electronic signage along N. Cattleman Road (11,200 vehicles/day) (beginning in June through event)	x	x	x	x	x
Recognition on website (9K users)	x	x	x	x	x
Social Media Posts (Facebook: 42K; Instagram)	x	x	x	x	x
Logo inclusion in eblasts for event (19K opt-in subscribers)	x	x	x	x	x
First right of refusal for next season	x	x	x	x	x

### HOSPITALITY

Distribute promotional materials in vendor area	x	x	x	x	x
Access to VIP area with food and drinks	10 tickets	6 tickets	6 tickets	4 tickets	4 tickets
Parking Passes on Regatta Island	5 passes	3 passes	3 passes	2 passes	2 passes
One complimentary room rental in the Finish Tower	x				

### SIGNAGE PER SPONSORSHIP LEVEL

Name integral to <b>Fireworks on the Lake</b> logo	x				
Welcome Yard Signs	x	x	x	x	x
Welcome Boards	2 dedicated boards	Inclusion as Stage Sponsor all-sponsor board(s)	Inclusion as VIP Sponsor all-sponsor board	Inclusion as VIP Food & Beverage Sponsor all-sponsor board	Inclusion as VIP Sponsor on all-sponsor board
Jumbotron	x	x	x	x	x

### BANNERS

Finish Tower 2nd Floor Railing Banner	x	Inclusion on all-sponsor banner	Inclusion on all-sponsor banner	Inclusion on all-sponsor banner	Inclusion on all-sponsor banner
Stage Sponsors Banner		x			
VIP Pull-Up Banner			x	x	
Kids Zone Banner					x



## Fireworks on the Lake Sponsorship Commitment Form

Please fill in all details and email this completed and signed form to [mbuchsbaum@nathanbendersonpark.org](mailto:mbuchsbaum@nathanbendersonpark.org)

**Business or Family Name:** \_\_\_\_\_

*(Please write it as you would like it to appear on our listing) \*If company, please email us a high resolution logo\**

### Sponsorship Level:

**Presenting \$20,000 (Reserved By Lamborghini)**

\_\_\_ Stage \$5,000

\_\_\_ VIP Tower Area \$5,000

\_\_\_ VIP Food & Beverage \$2,500

**KidsZone \$5,000 (Reserved By MOTE Marine)**

**Business Contact Name:\*** \_\_\_\_\_

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

*(\*all Fireworks on the lake information will be emailed to your contact person and they will be responsible for forwarding any necessary information)*

**Mailing Address:** \_\_\_\_\_

*(Location that your VIP passes and parking passes will be mailed in late June)*

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

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

**Notes:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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### PAYMENT METHOD

*Please select one of the following payment methods:*

\_\_\_ **Payment via check**      \_\_\_ **Charge Credit Card for Full Amount**

**Credit Card Type:**    \_\_\_ Visa    \_\_\_ Mastercard    \_\_\_ Discover    \_\_\_ Amex

Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

CVV# \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_



Authorized Signature: \_\_\_\_\_

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

**Check Enclosed for Full Amount**

Please make check payable to Nathan Benderson Park Conservancy.

Send a check to Nathan Benderson Park Conservancy, 5851 Nathan Benderson Park Circle  
Sarasota, FL 32435.

**We will send you an electronic invoice for the amount**

Please call 941-358-7275 x5804 or email us at [mbuchsbaum@nathanbendersonpark.org](mailto:mbuchsbaum@nathanbendersonpark.org) if  
you have any questions.

Thank you for your support!