

2012 NORTHDALÉ FAMILY FUN FESTIVAL AND PARADE

It's our 10th anniversary! The Northdale Civic Association, in conjunction with Hillsborough County Parks, Recreation and Conservation Department, Northdale Park, is proud to present the **2012 Northdale Family Fun Festival & Parade** on **Saturday, April 21st** from **10:00 a.m. to 2:00 p.m.** at Northdale Park, 15550 Spring Pine Drive, Tampa, FL 33624.

Last year's festival attracted over 3,500 visitors and more than 50 sponsors. We get great attendance numbers because we offer our visitors all the food, entertainment and parking for free. The best part for the sponsors is that our guests come to the festival and spend considerable time there. We offer a large variety of children's supervised games and activities which allows parents the time to visit the vendor tables.

There are many ways to market your business. We believe one of the best ways to introduce your business to potential new customers is to meet and greet them face-to-face. Freestanding kiosks allow you to display products and other marketing tools and still have space to chat with guests. Feedback from our 2011 sponsors was very positive. This year's sponsor levels are:

\$2,500.00 PRESENTING Level: (Only 1 available) Sponsor will receive: **Choice of location** and recognition as the Presenting Sponsor on festival banner. Sponsor's company logo on all advertising material and festival shirts. Sponsor can choose either a full-page ad (a \$215 value) in one issue of the Northdale Newsletter (mailed to 2700 Northdale homes) or a half-page ad in two issues (a \$250 value). Sponsor receives a display table at one Northdale OWLS meeting plus a full-page color ad in one edition of the OWLS Calendar (a \$300 value). May bring a 10x10 freestanding kiosk and insert a business flier in the Newcomer's Welcome Baskets for one year. Two six-foot tables and four chairs will be provided.

\$1,000. GOLD Level: Sponsors receive: **Choice of location** and company logo on all advertising and festival shirts. A half-page ad (a \$125 value) in one issue of the Northdale Newsletter (mailed to the 2700 Northdale homes). May bring a 10x10 freestanding kiosk and insert a business flier in the Newcomer's Welcome Baskets for one year. Two six foot tables and four chairs will be provided.

\$500.00 TITANIUM Level: Sponsors receive: Company logo on all advertising and festival shirts. A business card size ad (a \$50 value) in one issue of the Northdale Newsletter (mailed to 2700 Northdale homes). May bring a 10x10 freestanding kiosk and insert a business flier in the Newcomer's Welcome Baskets for one year. Two six foot tables and four chairs will be provided.

\$300.00 PEWTER Level: Sponsor may bring a 10x10 freestanding kiosk. Will be mentioned in the Northdale Newsletter and may insert a business flier in Newcomer's Welcome Baskets for six months. Two six foot tables and four chairs will be provided.

\$150.00 BRONZE Level: Sponsor receives one six foot table and two chairs under a canopy with other vendors. Tables are assigned on a first come basis on the day of event.

ADVERTISING DISPLAYS MUST BE TABLE HEIGHT OR LOWER

**NORTHDALÉ FAMILY FUN FESTIVAL & PARADE
SATURDAY, APRIL 21. 2012**

10:00 A.M. TO 2:00 P.M.

VENDOR SETUP TIME IS 7:00 A.M. TO 9:00 A.M.

ALL VENDORS MUST BE IN THE PARK BY 9:00 A.M.

Your cooperation in arriving in a timely manner will be appreciated.

All levels of sponsorship may distribute promotional materials, however, no direct sales are allowed at the event.

Company: _____

E-mail: _____

Contact Name: _____

Phone #: _____ Cell: _____

Address _____

City/Zip _____

Enclosed is a check indicating level of Sponsorship:

Presenting _____ Gold _____ Titanium _____ Pewter _____ Bronze _____
(\$2500) (\$1000) (\$500) (\$300) (\$150)

Please check here if you wish to participate in the parade _____

Please make checks payable to: Northdale Civic Association

Mail to: Northdale Family Fun Festival
P. O. Box 340037
Tampa, FL 33694

Festival Manager: Ann Frisbie 813-968-8460 - Frisbie_annv@verizon.net
Parade Organizer: Eddie Hamp 813-245-5667 - eddiehamp@yahoo.com

For additional information, check out our website: www.northdale.org