

*23rd Annual* **Lake Mary Heathrow Festival of the Arts**  
*At Oval Park in Heathrow*  
*November 7 & 8, 2009*

## *Background*

The Lake Mary-Heathrow Festival of the Arts returns November 7 & 8, 2009 for the twenty-third consecutive year, bringing more than 200 world renown artists to exhibit, and compete in this world class juried art show. The Festival is designed to inspire an appreciation for quality art forms, as well as awarding college scholarships to local students desiring a higher education.

The Lake Mary Heathrow Festival of the Arts is a non-profit 501(c)3 organization that raises money through sponsorships and donations. This event will be highly targeted towards the affluent adult demographic ages 25-54 primarily in the Sanford/Lake Mary area. Approximately 30,000 patrons over the two day festival

Ranked by Sunshine Artists Magazine as "one of the best art festivals in the U.S.", the Lake Mary-Heathrow Festival of the Arts has been named "Seminole County's most prestigious event", and through the generosity of our corporate participants, has awarded more than 975 scholarships since 1986.

In addition to world-class art, this premier festival also features live entertainment, children's art displays and activities, a classic car show, and specialty foods throughout the weekend.

In total, the Lake Mary-Heathrow Festival of the Arts has invested well over \$7,500,000 in the community to educate, entertain and promote goodwill and support for the arts. The festival has also contributed more than \$990,000 to education.

The Lake Mary Heathrow Festival of the Arts is supported by the Festival Directors and committee members, Colonial Properties Trust, Seminole County, the City of Lake Mary, Seminole County School Board, the Seminole County Sheriff's Department, the Lake Mary Police Department, and the Seminole County Regional Chamber of Commerce.

## *Location*

The 23rd Annual Lake Mary Heathrow Festival of the Arts will take place at Oval Park in Heathrow, just off the interchange of I-4 in Lake Mary. This beautiful, natural setting is centrally located off International Parkway in Heathrow and has allowed us to host our signature Classic Car Show. Restaurants and shopping are easily located and parking is on premises.

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***Supporting Sponsor***

One \$1000.00 college scholarship award, presented to a Seminole county high school senior, in your company's name

Your company's full color logo printed in the Lake Mary – Heathrow Festival of the Arts official program published by Orange Appeal Magazine – programs are inserted into 15,000 magazines and mailed to publication subscriber list, and 10,000 programs are distributed at the festival. (deadline: September 11, 2009)

**INVESTMENT - \$1,500.00 Tax deductible donation**

(Package subject to change, maintaining equal or greater value. This sponsorship is not category exclusive)

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*Community Scholarship Award Sponsor*

One \$1000.00 college scholarship award, presented to a Seminole county high school senior, in your company's name

One sponsor booth – including 10'x10' tent with sides, one 8' skirted table, two folding chairs. Sponsor may hang a company banner on the booth (banner provided by sponsor), display and promote company products and/or services - Saturday and Sunday at the festival to approximately 40,000 patrons

Your company's full color logo printed in the Lake Mary – Heathrow Festival of the Arts official program published by Orange Appeal Magazine – programs are inserted into 15,000 magazines and mailed to publication subscriber list, and 10,000 programs are distributed at the festival. (deadline: September 11, 2009)

Fifteen (15) minute stage announcement about your company will be read live from the main stage throughout the course of the event

**INVESTMENT - \$3,000.00 Tax deductible donation**

(Package subject to change, maintaining equal or greater value. This sponsorship is not category exclusive)

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**Silver Sponsor**

One \$1000.00 college scholarship award, presented to a Seminole county high school senior, in your company's name

One sponsor booth – including 10'x10' tent with sides, one 8' skirted table, two folding chairs. Sponsor may hang a company banner on the booth (banner provided by sponsor), display and promote company products and/or services - Saturday and Sunday at the festival to approximately 40,000 patrons

Your company's full color logo printed in the Lake Mary – Heathrow Festival of the Arts official program published by Orange Appeal Magazine – programs are inserted into 15,000 magazines and mailed to publication subscriber list, and 10,000 programs are distributed at the festival. (deadline: September 11, 2009)

Eight VIP packages to include – eight wrist-bands which allow each person admission into the VIP tent to enjoy lunch, beer, wine and non alcoholic beverages at the Festival both Saturday and Sunday from 11:30 AM until 2:30 PM. four VIP parking passes for the closest reserved parking to the Festival, directions to the site, parking and booth set up instructions

Your company's logo listed in all print advertising

One 3' x 6' sponsor banner hung on main stage (banner provided by Sponsor)

Fifteen (15) minute stage announcement about your company will be read live from the main stage throughout the course of the event

**INVESTMENT - \$5,000.00 Tax deductible donation**

(Package subject to change, maintaining equal or greater value. This sponsorship is not category exclusive)

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## *Gold Sponsor*

Two \$1000.00 college scholarship awards, presented to two Seminole county high school seniors, in your company's name.

One sponsor booth – including 10'x10' tent with sides, one 8' skirted table, two folding chairs. Sponsor may hang a company banner on the booth (banner provided by sponsor), display and promote company products and/or services - Saturday and Sunday at the festival to approximately 40,000 patrons

One 3' x 6' sponsor banner hung on main stage (banner provided by Sponsor).

Sponsor logo printed in all Festival print advertising including the Orlando Weekly, Orlando Sentinel, Orlando Leisure Magazine.

Your company's full color logo printed in the Lake Mary – Heathrow Festival of the Arts official program published by Orange Appeal Magazine – programs are inserted into 15,000 magazines and mailed to publication subscriber list, and 10,000 programs are distributed at the festival. (deadline: September 11, 2009)

Ten VIP packages to include – Ten wrist-bands which allow each person admission into the VIP tent to enjoy lunch, beer, wine and non alcoholic beverages at the Festival both Saturday and Sunday from 11:30 AM until 2:30 PM. Five VIP parking passes for the closest reserved parking to the Festival, and directions to the site, parking and booth set up instructions .

Your company's full color logo listed on the official Lake Mary – Heathrow Festival of the Arts official website.

Fifteen (15) minute stage announcement about your company will be read live from the main stage throughout the course of the event

Your company name listed in all official press releases

### **INVESTMENT - \$10,000.00 Tax deductible donation**

(Package subject to change, maintaining equal or greater value. This sponsorship is category exclusive)

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## Sponsor Application

SPONSOR NAME: \_\_\_\_\_

PRODUCT: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

BILLING ADDRESS:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

SPONSORSHIP LEVEL (please select sponsorship participation level):

- Supporting Sponsor - \$1,500
- Community Scholarship Award Sponsor - \$3,000
- Silver Sponsor - \$5,000
- Gold Sponsor - \$10,000

The undersigned agrees that the Art Festival reserves the right to cancel and rescind this agreement at any time without notice for any reason the festival deems appropriate, including by not limited to, the actions, conduct, representation or products of the sponsor that is not consistent with the policies and desires of the festival. Sponsor hereby waives and releases the festival from any claims it may have as a result of cancellation and rescission of the contract and further agrees to hold the festival harmless against any claims for same.

\_\_\_\_\_  
Agreed to by sponsor / Date

\_\_\_\_\_  
Agreed to by LMHFA / Date

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*Payment:*

\*\*Pre-payment is required. Please make check payable to:

Lake Mary Heathrow Festival of the Arts

(Check must be received in full prior to the festival in order to set up sponsor booth)

*Mail Check to:*

On Tour Presents  
c/o Lake Mary Heathrow Festival of the Arts  
321 N. E. Ivanhoe Blvd.  
Orlando, FL 32804

*Rules:*

- Set up is Friday 11/6 – all tents must be up by dark. No tents may be erected on Saturday. Strike/tear down will take place after the art festival ends on Sunday. All tents and materials must be out of Oval Park on Sunday.
- You must park all vehicles in designated parking areas on Saturday and Sunday during the festival. You may only bring your vehicle near your tent for set up on Friday 11/6 or during strike/tear down on Sunday 11/8 after the festival has ended after 5pm.
- No selling or giving away any food or beverage.
- No cooking of any kind.
- No face painting.
- No selling any artwork or jewelry or merchandise.
- No selling or giving away any helium balloons.
- You may not have any music playing, microphones, loud speakers, or bull horns.
- Power is not available.

NO EXCEPTIONS UNLESS OTHERWISE AGREED UPON BY THE LAKE MARY HEATHROW FESTIVAL OF THE ARTS BOARD OF DIRECTORS IN WRITING.