

# CITY OF FORT LAUDERDALE SPONSORSHIP PACKET



CITY OF FORT LAUDERDALE





# THE CITY OF FORT LAUDERDALE

WELCOMES THE OPPORTUNITY TO COLLABORATE WITH BUSINESSES AND ORGANIZATIONS THROUGH ITS SPONSORSHIP PROGRAM. THIS SUGGESTED POLICY OUTLINES THE GUIDELINES AND PROCEDURES FOR BUSINESSES INTERESTED IN SPONSORING EVENTS CREATED AND MANAGED BY THE CITY.

## THE OBJECTIVE

OF THIS SPONSORSHIP PROGRAM IS TO ENHANCE COMMUNITY ENGAGEMENT, CULTURAL ENRICHMENT, AND FINANCIAL SUPPORT FOR CITY INITIATIVES.

# PROGRAM OBJECTIVES

## GOAL:

TO FOSTER MEANINGFUL PARTNERSHIPS BETWEEN THE CITY OF FORT LAUDERDALE AND LOCAL BUSINESSES, CONTRIBUTING TO THE **SUCCESS AND VIBRANCY** OF COMMUNITY EVENTS.

## OBJECTIVES:

INCREASE COMMUNITY PARTICIPATION AND ATTENDANCE AT CITY EVENTS.

RAISE FUNDS TO SUPPORT SPECIFIC COMMUNITY PROJECTS AND INITIATIVES.

**STRENGTHEN RELATIONSHIPS** BETWEEN LOCAL BUSINESSES AND THE COMMUNITY.



# SIGNATURE EVENTS

FOURTH  
OF JULY



GREAT  
AMERICAN  
BEACH PARTY



SISTRUNK  
FESTIVAL



SUMMER  
JAMZ



JAZZ  
BRUNCH



STARLIGHT  
MUSICALS



DOWNTOWN  
COUNTDOWN -  
NEW YEAR'S EVE



ST. PATRICK'S  
DAY PARADE



KING HOLIDAY  
PARADE AND  
MULTICULTURAL  
FESTIVAL



# COMMUNITY EVENTS

CARTER PARK  
JAMZ



FORT  
LAUDERBOO



LIGHT UP  
SISTRUNK



LIGHT UP  
THE BEACH



LIGHT UP  
THE GALT



PRELABOR- DAY  
FESTIVAL



GET LIT-  
RIVERWALK



# SPONSORSHIP LEVELS

1 YEAR



# TITLE SPONSOR TIER

(20% of total event budget)

- Exclusive naming rights for the sponsored event.
- Premier logo placement on all promotional materials.
- Dedicated press releases and media coverage.
- Special recognition during the event.
- Networking opportunities with city officials.



# GOLD SPONSOR TIER

(15% of total event budget)

- Prominent logo placement on event signage and marketing materials.
- Recognition in digital and print media.
- Acknowledgment in official event programs.
- Social media mentions leading up to and during the event.





# SILVER SPONSOR TIER

(10% of total event budget)

- Logo inclusion on event banners, signs, and promotional materials
- Recognition in event programs and during official announcements.
- Social media mentions leading up to the event.



# APPROVAL PROCESS

- ① Submission of Applications:
  - Business submit sponsorship applications to the designated city department
- ② Review Committee:
  - A review committee (Parks Recreation and Beaches Advisory Board), including representatives from relevant city departments, assesses applications.
  - Evaluation based on eligibility criteria and alignment with program goals.
- ③ City Attorney / Risk Approval
  - Approved applications are forwarded to the City Attorney and Risk for review and agreement creation.
- ④ Once the application has been approved via the above process, a formal Sponsorship Agreement will be drafted and fully executed.