



PIG on the
POND
COMMUNITY FESTIVAL

October 15–17, 2021

BENEFITING



**SPONSORSHIP
OPPORTUNITIES**

Waterfront Park | Clermont, FL



MISSION

Pig on the Pond is Clermont's largest annual festival; held each year at the beautiful Waterfront Park. It is hosted by Project Scholars, a 501c3 nonprofit that provides 4-year college scholarships for South Lake students.

Since its inception in 1998, the Pig on the Pond Community Festival has awarded **more than \$800,000 in scholarships** to high school seniors in our community. The success of Pig on the Pond is directly attributed to dedicated community partners, as your financial and volunteer support allows for the mission of the organization to continue.

Sponsorship of this year's event will provide your company with a unique marketing opportunity while creating a positive impact for the next generation. From traditional earned media to in-kind exposure from media partners, Pig on the Pond will garner media attention across the City of Clermont.



PIG ON THE POND

23K
ATTENDEES



20
LOCAL
NONPROFITS
BENEFIT

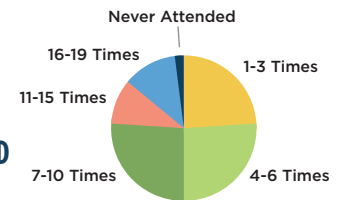
20 local non-profit organizations participate in the festival as a means to conduct fundraising for educational purposes.



50
BUSINESS
PARTNERS

In addition to 20 nonprofits, 50 businesses sponsor and participate in the event.

WHEN SURVEYED, HOW MANY TIMES HAVE YOU ATTENDED POTP?



PROJECT SCHOLARS



\$800K
IN SCHOLARSHIPS



320
LIVES
CHANGED

20
MENTORS



Every scholarship recipient is paired with a leader in their field of interest or trusted adviser.



2013
BUILDING A LEGACY

In 2013, Project Scholars created a fund capable of providing our current level of support into perpetuity.



SPONSORSHIPS



	PRESENTING SPONSOR (1 OF 2 AVAILABLE)	STAGE SPONSOR	COMMUNITY PARTNER	EDUCATION SPONSOR	SCHOLARSHIP SPONSOR	FRIEND OF THE FESTIVAL
SPONSORSHIP DOLLAR LEVEL	\$20,000	\$10,000	\$5,000	\$3,000	\$1,500	\$500
SPONSOR NAME INCLUDED IN ALL EVENT PROMOTIONS	✓					
SPONSOR LOGO INCLUDED ON EVENT PROGRAM COVER	✓					
ON SITE MARKETING: 20X20' TENT WITH LIGHTING, 6 TABLES AND 10 CHAIRS	✓					
PROGRAM AD: 1/2 PAGE AD IN EVENT PROGRAM AND LOGO INCLUDED ON THE BACK COVER	✓	✓				
OPPORTUNITY TO INTRODUCE STAGE PERFORMER	✓	✓	✓			
STAGE BANNERS	✓	✓	✓			
ON SITE MARKETING: 10X20' TENT WITH LIGHTING, 4 TABLES AND 8 CHAIRS	✓	✓	✓			
PROGRAM AD: 1/4 PAGE AD IN EVENT PROGRAM	✓	✓	✓	✓		
STAGE ANNOUNCEMENTS	✓	✓	✓	✓		
ON SITE MARKETING: 10X10' TENT WITH LIGHTING, 2 TABLES AND 4 CHAIRS	✓	✓	✓	✓		
ON SITE MARKETING: 10X10' TENT WITH LIGHTING, 1 TABLE AND 2 CHAIRS	✓	✓	✓	✓	✓	
LOGO ON EVENT WEBSITE WITH LIVE LINK TO SPONSOR'S WEBSITE	✓	✓	✓	✓	✓	
BANNERS: PROVIDED BY SPONSOR	✓	✓	✓	✓	✓	✓
OPPORTUNITY TO PLACE FSI (FREE STANDING INSERT) IN EVENT GOODIE BAGS	✓	✓	✓	✓	✓	✓
SOCIAL MEDIA MENTIONS	✓	✓	✓	✓	✓	✓
NUMBER OF VIP PARKING PASSES	4	2	2	-	-	-
NUMBER OF GENERAL ADMISSION EVENT TICKETS	50	30	30	30	20	10
NUMBER OF CARNIVAL PASSES	50	10	10	-	-	-



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SPONSORSHIP CONFIRMATION FORM

Company Name: _____

Contact Name: _____

Mailing Address: _____

City, State & Zip: _____

Phone: _____ Email: _____

SPONSORSHIP LEVELS

- | | |
|---|--|
| <input type="checkbox"/> \$20,000 Presenting Sponsor
(1 of 2 available) | <input type="checkbox"/> \$3,000 Education Partner |
| <input type="checkbox"/> \$10,000 Stage Sponsor | <input type="checkbox"/> \$1,500 Scholarship Partner |
| <input type="checkbox"/> \$5,000 Community Partner | <input type="checkbox"/> \$500 Friend of the Festival |
| <input type="checkbox"/> In-Kind Sponsor (Please provide details on your in-kind donation including the donated value of your service/product): | <input type="checkbox"/> Other Donation Amount: \$ _____ |

Please submit this form back to Maiken@EventFest.com and an invoice will be sent to you in the following ten days. Thank you for your support of the 2021 Pig on the Pond Community Festival.