



October 14–16, 2022

BENEFITING



**SPONSORSHIP
OPPORTUNITIES
for
CHAMBER MEMBERS**

Waterfront Park | Clermont, FL



MISSION

Pig on the Pond is south Lake County's largest outdoor festival. Held each year at beautiful Waterfront Park, it is hosted by Project Scholars, a 501c3 nonprofit that provides four-year college scholarships for South Lake students.

Since its inception in 1998, Pig on the Pond Community Festival has awarded **more than \$400,000 in scholarships** to high school seniors in our community. The success of Pig on the Pond is directly attributed to dedicated community partners. Your financial and volunteer support allow the mission -- *nurturing dreams through education* -- to continue.

Sponsorship of this year's event will provide your company, organization, products and services with a unique marketing opportunity while creating a positive impact for the next generation. Our sophisticated, multi-media marketing plan means unprecedented positive exposure for your organization. Contact us to learn more!



CONTACT
Aileen Mand, Event Producer
 POPfestival2022@gmail.com

PIG ON THE POND

23K
 ATTENDEES



**LOCAL
 NONPROFITS
 BENEFIT**

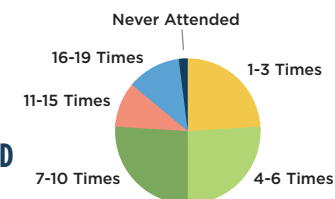
20 local non-profit organizations participate in the festival as a means to conduct fundraising for educational purposes.



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



\$400K
 IN SCHOLARSHIPS



320+
 LIVES
 CHANGED

16

MENTORS

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



SINCE 1998
 BUILDING A LEGACY

Pig on the Pond began in 1998. In 2013, the festival's parent company, Project Scholars, created a fund whose aim is providing our current level of support into perpetuity.



SPONSORSHIPS

See the application (last page) for special Chamber rates.
Rates below are for non-Chamber members.



	PRESENTING	ENTERTAINMENT Stage + Kids Zone	PIG RACING or BEER TENT	NAMED SPONSORS FIREWORKS, JUNIOR BBQ, FALL FUNFEST, SCAVENGER HUNT	BBQ AWARD or MURAL	FLAMIN '	EVENT SPONSORS SMOKIN' GRILLIN' COOKIN'		
SPONSORSHIP DOLLAR LEVEL	\$20,000	\$10,000 +\$10,000	\$15,000	\$10,000	\$7,500	\$6,000	\$4,000	\$2,000	\$600
PREMIUM									
SPONSOR'S NAME INCLUDED IN ALL EVENT PROMOTIONS									
SPONSOR'S NAME INCLUDED ON EVENT PROGRAM COVER									
LOGO WITH LINK ON EVENT WEBSITE			X	X	X	X	X	X	
NAME LISTED ON WEBSITE									X
CORPORATE MENTION IN ALL MEDIA PROMOTING NAMED EXPERIENCE			X	X					
LOGO WITH LINK IN ALL EMAIL BLASTS.			X	X	X	X	X	X	
ON-SITE EXPERIENCE									
20' X 20' TENT WITH LIGHTING, 4 TABLES, 6 CHAIRS									
10' X 20' TENT WITH LIGHTING, 4 TABLES, 6 CHAIRS			X	X	X	X			
10' X 10' TENT WITH LIGHTING, 2 TABLES, 2 CHAIRS							X	X	
CUSTOM NAMING RIGHTS OPPORTUNITY	TAKEN	TAKEN	SEE DETAILS ON SPONSOR SHEET						
PROMOTION BANNER IN AREA			X						
PROGRAM AD									
1/2 PAGE IN EVENT PROGRAM AND LOGO ON BACK COVER									
1/2 PAGE IN EVENT PROGRAM			X						
1/4 PAGE IN EVENT PROGRAM				X	X				
1/8 PAGE IN EVENT PROGRAM						X			
"THANK YOU" RECOGNITION IN PROGRAM			X	X	X	X	X	X	X
STAGE BANNERS and GIVEAWAYS									
PRESENTING SPONSOR BANNER									
LOGO ON FLANKING BANNERS			X	X	X				
SPONSOR-PROVIDED CUSTOM GOODIE BAGS, INSERTS and GIVEAWAYS			X	X	X	X	X	X	
PIGGY PICTURE									
SPONSOR MAY SELECT 2 FAMILIES FOR PICTURES WITH RACING PIGS			X	X					
STAGE INTRODUCTIONS									
OPPORTUNITY TO WELCOME GUESTS AND INTRODUCE STAGE ACT			X	X	X	X	X	X	
GUEST DRAWING ON STAGE									
OPPORTUNITY TO HOST DRAWING OF CUSTOM DRAWING PRIZE			X	X	X	X			
OPPORTUNITY TO PARTICIPATE IN GUEST DRAWING			X	X	X	X	X	X	X
EVENT TO PROVIDE OPT-IN REGISTRATION LIST			X	X	X	X			
SOCIAL MEDIA									
PRE-EVENT SOCIAL MEDIA FEATURE			X	X	X	X	X		
ON-SITE SOCIAL MEDIA INTERVIEW			X	X	X	X			
EMAIL BLAST INCLUSION			X	X	X	X	X	X	
EVENT TICKETS									
VIP PARKING PASSES			2	2	2	1	1		
GENERAL ADMISSION TICKETS			40	30	30	20	20	20	10
CARNIVAL PASSES			20	10	10	5	5	2	





2022 SPONSOR APPLICATION for CHAMBER MEMBERS

Project Scholars is offering a special **20%** discount to fellow chamber members for basic sponsorships to South Lake's BIGGEST EVENT – 20,000+ attendance. Offer good for limited time through July 8, 2022.

**SPECIAL
20%
DISCOUNT**

PIG ON THE POND COMMUNITY FESTIVAL October 14-16, 2022 -- Back for the 24th year!

Questions? Contact our Event Producer,
Aileen Mand: POPfestival2022@gmail.com.

CHAMBER MEMBER

SPONSORSHIP LEVELS

Check your choice. Details are on the previous pages.

BASIC SPONSORSHIPS – GREAT MARKETING OPTIONS

- ___ Flamin' Sponsor \$6,000 - with Chamber discount: **\$4,800.**
- ___ Smokin' Sponsor \$4,000 - with Chamber discount: **\$3,200**
- ___ Grillin' Sponsor \$2,000 - with Chamber discount: **\$1,600.**
- ___ Cookin' Sponsor \$600 - with Chamber discount: **\$480.**

New CUSTOM SPONSORSHIPS WITH NAMING RIGHTS

- ___ \$15,000 - Oktoberfest Beer Garden
- ___ \$10,000 - Scavenger Hunt
- ___ \$7,500 - "Color Me Clermont" Giant Mural
- ___ \$7,500 - People's Choice BBQ Competition

Company

Contact's name

Mailing Address

City, State, ZIP

Email

Phone

Email this form to **POPfestival2022@gmail.com** or

Mail to: Project Scholars, PO Box 121543, Clermont, FL 34712