



**October 11-13, 2024**

**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 **\$500,000** 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

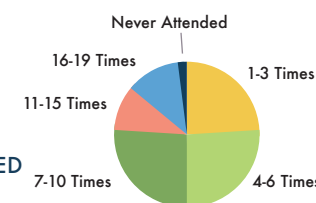
**20**  
LOCAL  
NONPROF-  
ITS  
BENEFIT

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

**\$500K+**  
IN SCHOLARSHIPS

**330+**  
LIVES CHANGED

**20**  
MENTORS

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

**1998**  
BUILDING A LEGACY

In 1998, Project Scholars created a fund capable of providing our current level of support into perpetuity.



# SPONSORSHIP OPPORTUNITIES

## PREMIUM NAMING RIGHTS OPPORTUNITIES

Beer Tent Tickets  
Fall Festival - SOLD  
Stage Scarecrows



## SELECT NAMING RIGHTS OPPORTUNITIES

Fire Pit  
JR Grill Master  
Kids Zone  
People's Choice BBQ  
Pet Halloween Costume Contest

	PRESENTING SPONSOR	PREMIUM NAMING RIGHT SPONSOR	SELECT NAMING RIGHT SPONSOR	SCHOLARSHIP SPONSOR	EDUCATION SPONSOR	COMMUNITY SPONSOR
SPONSORSHIP DOLLAR LEVEL	<del>\$20,000</del> <b>SOLD</b>	\$15,000	\$10,000	\$5,000	\$3,500	\$2,000
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	✓					
NAMING RIGHTS OPPORTUNITY	✓	Premium	Select			
INCLUSION IN EMAIL BLASTS	✓	✓	✓			
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 2 CHAIRS	✓	✓	✓	✓	✓	✓
LOGO ON EVENT WEBSITE WITH LIVE LINK TO SPONSOR'S WEBSITE	✓	✓	✓	✓	✓	✓
BANNERS: PROVIDED BY SPONSOR	✓	✓	✓	✓	✓	✓
SOCIAL MEDIA MENTIONS	✓	✓	✓	✓	✓	✓
NAME INCLUDED ON EVENT WEBSITE	✓	✓	✓	✓	✓	✓
OPPORTUNITY TO BE A PART OF THE SPONSOR PASSPORT AT EVENT	✓	✓	✓	✓		
NUMBER OF VIP PARKING PASSES	4	2	2	2	—	-
NUMBER OF GENERAL ADMISSION EVENT TICKETS	50	40	30	30	30	20
NUMBER OF CARNIVAL PASSES	20	20	10	10	2	2



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BENEFITING

PROJECT SCHOLARS  
*Nurturing Dreams through Education*

# SPONSORSHIP CONFIRMATION

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## SPONSORSHIP LEVELS

- |   |  |
|---|--|
| <input type="checkbox"/> \$20,000 Presenting Sponsor<br>(1 of 2 available)  | <input type="checkbox"/> \$5,000 Scholarship Partner     |
| <input type="checkbox"/> \$15,000 Premium Naming Rights Sponsor   | <input type="checkbox"/> \$3,500 Education Partner       |
| <input type="checkbox"/> \$10,000 Select Naming Rights Sponsor  | <input type="checkbox"/> \$2,000 Community Partner       |
| <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 [info@pigonthepond.org](mailto:info@pigonthepond.org) and an invoice will be sent to you in the following ten days.  
Thank you for your support of the 2024 Pig on the Pond Community Festival.