



March 27-29, 2026

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 \$750,000 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

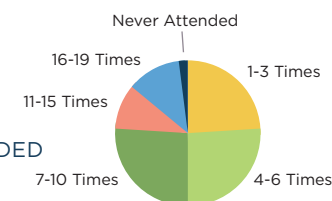
LOCAL
NON-
PROFITS
BENEFIT

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

\$750K+
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.



SPONSORSHIPS

PREMIUM NAMING RIGHTS OPPORTUNITIES

Carnival
Pig Racing

Kids Zone
Stage

Spring Fling
Petting Zoo



SELECT NAMING RIGHTS OPPORTUNITIES

Fireworks - SOLD
JR Grill Master - SOLD

Mural
Tickets

Beer Tent (2 available)
People's Choice BBQ Competition - SOLD

	PRESENTING SPONSOR	PREMIUM NAMING RIGHT SPONSOR	SELECT NAMING RIGHT SPONSOR	SCHOLARSHIP SPONSOR	EDUCATION SPONSOR	COMMUNITY SPONSOR
SPONSORSHIP DOLLAR LEVEL	\$20,000	\$15,000	\$10,000	\$6,000	\$4,000	\$2,500
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	✓					
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	✓	✓	✓	✓	✓	✓
OPPORTUNITY TO BE A PART OF THE SPONSOR PACKET AT EVENT	✓	✓	✓	✓	✓	✓
NAME INCLUDED ON EVENT WEBSITE	✓	✓	✓	✓	✓	✓
SOCIAL MEDIA MENTIONS	✓	✓	✓	✓	✓	✓
NUMBER OF VIP PARKING PASSES	4	2	2	2	-	-
NUMBER OF GENERAL ADMISSION EVENT TICKETS	50	40	30	18	12	8
NUMBER OF CARNIVAL PASSES	20	18	10	6	4	2

SOLD



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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
(SOLD OUT) | <input type="checkbox"/> \$6,000 Scholarship Partner |
| <input type="checkbox"/> \$15,000 Premium Naming Rights Sponsor | <input type="checkbox"/> \$4,000 Education Partner |
| <input type="checkbox"/> \$10,000 Select Naming Rights Sponsor | <input type="checkbox"/> \$2,500 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 and an invoice will be sent to you in the following ten days.

Thank you for your support of the 2026 Pig on the Pond Community Festival.