PIG on the POND
COMMUNITY FESTIVAL

October 14–16, 2022

BENEFITING

PROJECT SCHOLARS
Nurturing Dreams through Education

SPONSORSHIP OPPORTUNITIES

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!

PROJECT SCHOLARS
Nurturing Dreams through Education

CONTACT

Aileen Mand, Event Producer
aileen@eventsbyindigo.com

PIG ON THE POND

23K ATTENDEES

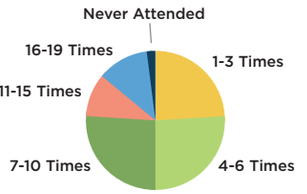
20 LOCAL NONPROFITS BENEFIT

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

$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 isf providing our current level of support into perpetuity.

SPONSORSHIPS

PROJECT SCHOLARS
Nurturing Dreams through Education

	PRESENTING	ENTERTAINMENT Stage + Kids Zone	NAMED SPONSORS			EVENT SPONSORS			
			PIG RACING or BEER TENT	FIREWORKS, JUNIOR BBQ, or FALL FUNFEST	BBQ AWARD or MURAL	FLAMIN '	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 CHAIR			X	X	X	X			
10' X 10' TENT WITH LIGHTING, 2 TABLES, 2 CHAIRS							X	X	
CUSTOM NAMING RIGHTS OPPORTUNITY			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 REGISRATION 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	

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Oktoberfest Beer Garden Tent Sponsorship

Customized Naming Rights Opportunities

$15,000

Single Sponsorship for Naming Rights of the Beer and Wine Experience in the *(Your Company's Name) Oktoberfest Tent*

You will receive all of the benefits presented on the Sponsor Benefits Matrix plus…

PREMIUM LOCATION FOR YOUR BOOTH

- ✓ 10' x 20' Prime location in front of/next to the largest Beer and Wine Tent.
- ✓ The Oktoberfest Tent will feature tables, high-tops, a bar and TVs playing sports games through the weekend and will be a focal point of the event as a visually appealing, 40' x 60' fall-themed area near the stage -- in the hub of activity.

ADDITIONAL ON-SITE PROMOTION

- ✓ Pig on the Pond Banner-created to welcome guests into the themed area.
- ✓ Two additional sponsor-provided banners/signs to be placed in high-visibility area.
- ✓ Table tents with the Sponsor's logo.
- ✓ Space around/in tent area to showcase appropriate Sponsor product.
- ✓ Opportunity for sponsor to provide sponsor-branded koozies.
- ✓ Logo on featured sponsor banner flanking the Main Stage.

BONUS ENGAGEMENT

- ✓ Photo Op Spot on the Festival Map. Pig on the Pond's award-winning creative team will work with you to use your products or services with enhancements to create a Pig on the Pond branded picture location.
- ✓ Pig on the Pond can work with your team to help create "React and Redeem" engagement hosted by your staff. Opportunities include:
  - (2) Families of sponsor's choice get to take photos with Piglets from the Pig Races.
  - (1) Pre-selected family chosen by sponsor gets to participate in the Pig Racing competitions each day. (Great opportunity for a pre-event corporate promotion!)
  - Possible branding a beer/drink pending final agreement with the alcohol vendor.

Note: 50% of the sponsorship fee is required upon contract signature to secure this naming rights opportunity. The balance of 50% and all insurances and permitting are due by September 1, 2022.

Spectacular Fireworks Show Sponsorship

Customized Naming Rights Opportunities

$10,000

Single Sponsorship for Naming Rights of the *Spectacular Fireworks Show Presented by (Your Company Name)*

You will receive all of the benefits presented on the Sponsor Benefits Matrix plus…

PREMIUM LOCATION FOR YOUR BOOTH

- ✓ 10' x 20' Prime location in the heart of the festival.

PRE-EVENT SOCIAL MEDIA PROMOTION

- ✓ Social media feature interview.
- ✓ Mentioned in all pre-event promotions and multi-media that include the fireworks.

ON-SITE PROMOTION

- ✓ Logo on featured sponsor banner flanking the Main Stage and promoted with announcements on stage throughout the day.

BONUS ENGAGEMENT

- ✓ Logo on featured sponsor banner flanking the Main Stage and promoted with announcements on stage throughout the day.
- ✓ Photo Op Spot on the Festival Map. Pig on the Pond will work with you to use your products/sponsor-provided branding to create a Pig on the Pond Fireworks-Themed picture location.
- ✓ This Photo Op Spot will be on the Festival Map as an Event Feature **and** as part of our official Festival Scavenger Hunt.
- ✓ VIP Reserved Seating for 20 of your guests for the Fireworks Show.
- ✓ Opportunity for (2) Sponsor families to take photos with Piglets from the Pig Races.

Note: 50% of the sponsorship fee is required upon contract signature to secure this naming rights opportunity. The balance of 50% and all insurances and permitting are due by September 1, 2022.

Fall Funfest Sponsorship

Customized Naming Rights Opportunities

$10,000

Single Sponsorship for Naming Rights of this fun, popular festival attraction --
(Your Company's Name) Fall Funfest

You will receive all of the benefits presented on the Sponsor Benefits Matrix plus…

PREMIUM LOCATION FOR YOUR BOOTH

- ✓ 10' x 20' Prime location for your company's tent next to a variety of interactive, fall-themed activities. Based on availability , this option will include a pumpkin patch, inflatable corn maze, fall-themed photo booth and more.

PRE-EVENT SOCIAL MEDIA PROMOTION

- ✓ Social media feature interview.

ON-SITE PROMOTION

- ✓ Sponsor will work with Pig on the Pond to include Sponsor-provided branded signage in the area.
- ✓ Logo on Featured Sponsor Banner flanking Main Stage and announced on stage throughout the day

GUEST ENGAGEMENT

- ✓ Photo Op Spot on the Festival Map as an Event Feature **and** as part of our official Festival Scavenger Hunt.
- ✓ Pig on the Pond is reaching out to local vendors to sample/sell fall themed foods and goods in the area of the Fall Funfest.

BONUS ENGAGEMENT

- ✓ Opportunity for (2) Sponsor Families to take photos with Piglets from the Pig Races.

Note: 50% Sponsorship is Required upon Contract Signature to Secure Naming Rights. The Balance of 50% and all insurances and permitting as required due by September 1, 2022.

Scavenger Hunt Sponsorship

Customized Naming Rights Opportunities

$10,000

Single Sponsorship for Naming Rights of the
(Your Company's Name) Festival Scavenger Hunt

You will receive all of the benefits presented on the Sponsor Benefits Matrix plus…

PREMIUM LOCATION FOR YOUR BOOTH

- ✓ 10' x 20' Prime location in the heart of the festival.
- ✓ Sponsor Tent will be the Go-To Spot for final destination/redemption of the festival Scavenger Hunt
- ✓ Scavenger Hunt will include South Lake County Fun Facts, Festival Photo Stops, etc.
- ✓ Giveaway provided by Sponsor.
- ✓ Pig on the Pond will provide colorful feather flags to highlight Sponsor Scavenger Hunt Redemption.
- ✓ Scavenger Hunt will be free for guests.

PRE-EVENT SOCIAL MEDIA PROMOTION

- ✓ Social Media feature interview

ON-SITE PROMOTION

- ✓ Scavenger Hunt forms passed out on-site or through QR code with sponsor logo.
- ✓ Logo on Featured Sponsor Banner flanking main stage and announced on stage throughout the day

GUEST ENGAGEMENT

- ✓ Scavenger Hunt Redemption Spot on the Festival Map as an Event Feature.

BONUS ENGAGEMENT

- ✓ Opportunity for (2) Sponsor Families to Take Photos with Piglets from the Pig Races (will be scheduled)

Note: 50% Sponsorship is Required upon Contract Signature to Secure Naming Rights. The Balance of 50% and all insurances and permitting as required due by September 1, 2022.

“Color Me Clermont” Mural Sponsorship

Customized Naming Rights Opportunities

$7,500

Single Sponsorship for Naming Rights of this new, engaging festival attraction --
Color Me Clermont Mural Sponsorship Presented by (Your Company Name)

You will receive all of the benefits presented on the Sponsor Benefits Matrix plus…

PREMIUM LOCATION FOR YOUR BOOTH

- ✓ 10’ x 20’ Prime location for your tent next to the Color Me Clermont Mural.

PRE-EVENT SOCIAL MEDIA PROMOTION

- ✓ Social Media feature interview.

ON-SITE PROMOTION AND GUEST ENGAGEMENT

- ✓ Mural is a 16’ x 5’ free-standing black-and-white banner with the Sponsor Logo and Pig on the Pond Logo. Guests will walk up to Banner and color in images. Images will be selected by Pig on the Pond to reflect the event brand.
- ✓ Guests will visit Sponsor Tent for special markers to add their unique art to the mural.
- ✓ Logo on featured Sponsor Banner flanking the Main Stage and announced on stage throughout the day

POST-EVENT PROMOTION

- ✓ Mural will be hung in a high profile location to be determined prior to the event (length of time TBD).

Color Me Clermont

Note: 50% Sponsorship is Required upon Contract Signature to Secure Naming Rights. The Balance of 50% and all insurances and permitting as required due by September 1, 2022.

People’s Choice BBQ Sponsorship

Customized Naming Rights Opportunities

$7,500

Single Sponsorship for Naming Rights of the
People’s Choice BBQ Competition Presented by (Your Company Name)

You will receive all of the benefits presented on the Sponsor Benefits Matrix plus…

PREMIUM LOCATION FOR YOUR BOOTH

- ✓ 10’ x 20’ Prime location in the middle of all of the BBQ Food Vendors.
- ✓ Pig on the Pond will stake bright-colored feather flags featuring the word VOTE HERE to be placed near your tent on Friday and Saturday.

PRE-EVENT SOCIAL MEDIA PROMOTION

- ✓ Social Media feature interview.

ON-SITE PROMOTION

- ✓ A QR Code -- or similar voting option -- will be provided in your area as another location for guests to vote on their favorite BBQ vendor.
- ✓ Opportunity for Sponsor Representative in partnership with Pig on the Pond to present the BLUE RIBBON to the People’s Choice Winner on Saturday evening.
- ✓ Logo on featured Sponsor banner flanking the Main Stage and announced on stage throughout the day.

GUEST ENGAGEMENT

- ✓ Opportunity for scheduled How-to-BBQ Demo Exhibitions in the area.

POST-EVENT PROMOTION

- ✓ Winner and sponsor will be announced through social and traditional media.

Note: 50% Sponsorship is Required upon Contract Signature to Secure Naming Rights. The Balance of 50% and all insurances and permitting as required due by September 1, 2022.

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SPONSORSHIP CONFIRMATION FORM

Company Name: _____

Contact Name: _____

Mailing Address: _____

City, State & Zip: _____

Phone: _____ Email: _____

SPONSORSHIP LEVELS

__ $20,000 Presenting Sponsor (2)

__ $15,000 Pig Racing Sponsor

__ $15,000 Oktoberfest Beer Garden

__ $10,000 Fireworks Sponsor

__ *$10,000 Stage Sponsor

__ *$10,000 Kids Zone Sponsor

__ $10,000 Jr. Grillmaster

__ $10,000 Fall Funfest

__ $10,000 Scavenger Hunt

__ $7,500 Color Me Clermont Mural

__ $7,500 BBQ Competition

--- $6,000 Flamin' Sponsor

__ $4,000 Smokin' Sponsor

__ $2,000 Grillin' Sponsor

__ $600 Cookin' Sponsor

** Indicates these sponsorships have been taken. Contact us if you are seeking a custom sponsorship.*

☐ In-Kind Sponsor (Please provide details on your in-kind donation including the donated value of your service/product):

_____

_____

Please submit this form to **aileen@eventsbyindigo.com**.

An invoice will be sent to you within 10 days.

Thank you for your support of the 2022 Pig on the Pond Community Festival!