



# EVENT INFORMATION

## CITY OF INVERNESS GREAT AMERICAN COOTER FESTIVAL

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Where: Inverness, Florida in Citrus County

When: October 28 - 30, 2011

\*\*\*And "Cooter Night" Contests October 6, 13, 20, 27, 2011\*\*\*

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This October, once again the spotlight will be on Inverness, Florida when City presents the **8<sup>th</sup> Annual Great American Cooter Festival**.

One of the largest annual festivals in Citrus County, the **Cooter Festival** is the premier event for the City of Inverness and features a variety of family-fun activities for visitors and local residents to enjoy.

Beginning on Friday, October 28<sup>th</sup> and wrapping up on Sunday, October 30<sup>th</sup> this year's festival includes live bands, continuous live entertainment, the Cooter Triathlon, car shows, children's activities, hand made arts and craft vendors, Cooter races, pie eating contests, a food court with all your festival favorites, the ever popular Cooterween costume contest and so much more.

Once again we will be crowning the new 2011 Miss Cooter on Friday night on the lawn of the historic Courthouse Square and choosing the 2011 Cooter Idol Singing Contest winner on Saturday afternoon at Liberty Park, Inverness. These events contain pre-festival events on October 6, 13, 20, 27.

**The Great American Cooter Festival** has enjoyed national attention and continues to grow with the support of the community. We expect to have over 12,000 attendees this year and we are positioning ourselves to become one of the most successful festivals in Florida.

We have sponsorship packages available with varying levels of media buys and benefits. Our media packages offer well rounded exposure both locally and intra-state. We hope you'll act now and join our family of sponsors today.

*For more information about how you can sponsor or advertise at the Great American Cooter Festival, please contact the City of Inverness at (352) 726-2611.*





# Title Shell

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### Included in the *Title Shell Sponsorship* are the following:

- 🦎 Prominent placement for Title Sponsor status; Your Company as Title Sponsor for the "2011 The Great American Cooter Festival" on all printed advertising collateral including but not limited to programs, posters, flyers, banners, and any other promotional materials
- 🦎 YOUR COMPANY logo or name prominently placed on event banner and sponsor board
- 🦎 Full color premium ad space on official program
- 🦎 Inclusion as *Titling Sponsor* in all promotion advertising for the event including radio and local television
- 🦎 Inclusion as *Title Shell Sponsor* in all press releases and publicity
- 🦎 Prominent exposure for one marketing season on the Cooter Festival official website, [www.cooterfestival.com](http://www.cooterfestival.com) including hyperlink to URL of choice (>10,000 unique visitors per month).
- 🦎 Complimentary booth space on festival grounds at premium high traffic location to distribute literature and/or display products or services
- 🦎 License to use "*Titling Sponsor of Cooter Festival 2011*" in all your advertising and promotions prior to the event (*subject to review and approval prior to release by festival committee*)
- 🦎 PA recognition during event announcements (includes pre-festival events) as well as the opportunity to speak at opening ceremony Saturday morning.
- 🦎 6 VIP tickets to Cooter Block Party on Friday night
- 🦎 Photo opportunity and PR with Sunny Cooter
- 🦎 Festival merchandise gift bag

**Valued: \$ 20,000**

**Title Shell Sponsor Package Cost \$ 3,000**





# Presenting Shell

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### **Included in the *Presenting Shell Sponsorship* are the following:**

- 🐢 Secondary placement for Presented By status; "2011 The Great American Cooter Festival" Presented to You by "YOUR COMPANY" on all printed advertising collateral including but not limited to programs, posters, flyers, banners, and any other promotional materials
- 🐢 YOUR COMPANY logo or name on event banner and sponsor board
- 🐢 Full color ad space on official program
- 🐢 Inclusion as *Presenting Shell Sponsor* in all promotion advertising for the event including radio and local television
- 🐢 Exposure for one marketing season on the Cooter Festival official website, [www.cooterfestival.com](http://www.cooterfestival.com) including hyperlink to URL of choice (>10,000 unique visitors per month).
- 🐢 Complimentary booth space on festival grounds at premium location to distribute literature and/or display products or services
- 🐢 PA recognition during event announcements (includes pre-festival events)
- 🐢 4 VIP tickets to Cooter Block Party on Friday night
- 🐢 Festival merchandise gift bag

**Valued: \$ 10,000**

**Presenting Shell Package Cost \$ 1,500**





# Brought To You By Shell

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Included in the "Brought to you By" Shell Sponsorship are the following:

-  Brought to You By "YOUR COMPANY" name status on all printed advertising collateral including but not limited to programs, posters, flyers, banners, and any other promotional materials
-  YOUR COMPANY name or logo sponsor board
-  Full color ad space on official program
-  Exposure for one marketing season on the Cooter Festival official website, [www.cooterfestival.com](http://www.cooterfestival.com) including hyperlink to URL of choice (>10,000 unique visitors per month).
-  Complimentary booth space on festival grounds at premium location to distribute literature and/or display products or services
-  PA recognition during event announcements (includes pre-festival events)
-  2 VIP tickets to Cooter Block Party on Friday night
-  Festival merchandise gift bag

Valued: \$ 8,000 "Brought to You By" Shell Package Cost \$ 1,000





# Sponsor Shell

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Included in the *Sponsor Shell Sponsorship* are the following:

-  YOUR COMPANY name on all printed advertising collateral including but not limited to programs, posters, flyers, banners, and any other promotional materials
-  YOUR COMPANY name on sponsor board
-  Ad space on official program
-  Complimentary booth space on festival grounds to distribute literature and/or display products or services
-  Exposure for one marketing season on the Cooter Festival official website, [www.cooterfestival.com](http://www.cooterfestival.com) including hyperlink to URL of choice (>10,000 unique visitors per month).
-  PA recognition during event announcements (includes pre-festival events)
-  Festival merchandise gift bag

Valued: \$ 7,000

Sponsoring Shell Package Cost \$ 500





# Friend of a Shell


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Included in the *Supporting Shell Sponsorship* are the following:

 YOUR COMPANY name on sponsor board

 COMPANY Name listed for one marketing season on the Cooter Festival official website, [www.cooterfestival.com](http://www.cooterfestival.com) (>10,000 unique visitors per month).

 PA recognition during event announcements

Valued: \$ 1,000

Supporting Shell Package Cost \$ 150



# Sponsorship Agreement

## CITY OF INVERNESS GREAT AMERICAN COOTER FESTIVAL

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

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

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

### SPONSORSHIP PACKAGES

Please check and initial the package purchased

- |   |          |       |
|---|----------|-------|
| <input type="checkbox"/> Title Shell Sponsor:               | \$ 3,000 | _____ |
| <input type="checkbox"/> Presenting Shell Sponsor:          | \$ 1,500 | _____ |
| <input type="checkbox"/> "Brought to You By" Shell Sponsor: | \$ 1,000 | _____ |
| <input type="checkbox"/> Sponsoring Shell Sponsor:          | \$ 500   | _____ |
| <input type="checkbox"/> Friend of a Shell Sponsor:         | \$ 150   | _____ |



#### ***Program Ad Mechanical Requirements:***

*All artwork must be provided digitally and files must be 300 dpi (at size). JPG and PDF are the acceptable formats. If artwork does not exist in a digital format, please email us at [cooterfestival@inverness-fl.gov](mailto:cooterfestival@inverness-fl.gov).*

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

PLEASE MAKE CHECKS PAYABLE TO: City of Inverness  
212 W. Main St., Inverness, FL 34450





# LITTLE TURTLE, BIG COVERAGE

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Here is just a shell-sized portion of what news outlets have said about the Great American Cooter Festival and proof of its growing popularity:

BayNews9.com

"...a festival by any other name wouldn't be the same."

Citrus Times/SPTimes.com

"Relax, take a breath, and enjoy the festival."

The Citrus County Chronicle

"Great American Cooter sure to suit your festival needs."

"...October is the perfect month to come out of your shell and join the fun of the Great American Cooter Fest..."

"Inverness might as well have been renamed Cooterville..."

The Inverness Pioneer

"Residents and visitors come to town to celebrate."

"There was plenty of entertainment for everyone during the event."





# Why Be a Cooter Sponsor?

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### Why Be a Great American Cooter Festival Sponsor?

**RECOGNITION:** When you sponsor the event, everyone will see your commitment to the community. Hosted by the City of Inverness, the festival combines wholesome family fun with opportunities for tourism and economic development, which advance the area both culturally and economically. Your sponsorship positions your business as a caring community partner;

**RELEVANCE:** No matter what type of business you have, sponsoring the Cooter Festival will allow you to reach your customers in a profoundly influential way. The festival's prominent place on the local calendar ensures that you will foster beneficial awareness where it matters most - right here;

**REWARDS:** Each sponsorship level includes awareness building recognition at the event. The exposure available through our media packages will reach not only local demographics, but tourists from all over Florida and surrounding states. Higher-level packages also include having your logo appear in advertising, online and in printed materials. Whichever level you choose, the estimated media value far exceeds the cost of sponsorship. That means that not only are you contributing to a worthy event, on many levels you are getting business building exposure at a much lower out-of-pocket cost than through traditional advertising or promotion-making sponsorships.

**EXPOSURE:** The Great American Cooter Festival is everywhere! You'll hear us on the radio and local TV promoting our sponsors and the festival. You'll see us in printed materials all over Florida; in the newspaper, the welcome centers, the rest areas on major highways, in restaurants and entertainment establishments. You'll see our representatives "Miss Cooter" and "Cooter Idol" at various venues such as parades, sporting events, fairs, and other festivals. Sunny Cooter, the festival mascot makes guest appearances throughout Citrus Country year round! Be "EVERYWHERE" with us!

