



EVENT INFORMATION

2009 GREAT AMERICAN COOTER FESTIVAL

Where: Inverness, Florida in Citrus County

When: October 23 - 25, 2009

And "Cooter Night" Contests October 1, 8, 15, 22, 2009

This October, once again the spotlight will be on Inverness, Florida as the **6th Annual Great American Cooter Festival** comes to town.

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 23rd and wrapping up on Sunday, October 25th, this year's festival includes several live bands, continuous live entertainment, a Cooter Chariot contest, Home Run Derby, video game competition (Guitar Hero & Madden), kayak races, 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, a beer and wine garden with live entertainment and big screen TV's, a BBQ Cook-off competition, the ever popular Cooterween costume contest and so much more.

Once again we will be crowning the new 2009 Miss Cooter on Friday night on the lawn of the historic Courthouse Square and choosing the 2009 Cooter Idol Karaoke Contest winner on Saturday afternoon at Liberty Park, Inverness. These events contain pre festival events on October 1, 8, 15, 22.

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 in the Great American Cooter Festival, please contact Suzanne at the Citrus County Chamber of Commerce at (352) 726-2801.





Title Shell

2009 GREAT AMERICAN COOTER FESTIVAL

Where: Inverness, Florida in Citrus County

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

- 🐢 Category exclusivity
- 🐢 Prominent placement for Title Sponsor status; Your Company as Sponsor for the "2009 The Great American Cooter Festival" on all printed advertising collateral (includes but not limited to programs, posters, flyers, banners, and any other promotional materials)
- 🐢 YOUR COMPANY logo or name prominently placed on event banners and sponsor board
- 🐢 Full color outer back page premium ad space on festival program
- 🐢 Inclusion as *Titling Sponsor* in promotional advertising for the event including radio and local television
- 🐢 Inclusion as *Titling Sponsor* in press releases and publicity
- 🐢 Home page prominent exposure ad space for one marketing season on the Cooter Festival official website, www.cooterfest.com including hyperlink to URL of choice (>10,000 unique visitors per month) Also given exposure on chamber website, www.citruscountychamber.com
- 🐢 Complimentary triple 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 2008*" in all your advertising and promotions prior to the event (*subject to review and approval prior to release*)
- 🐢 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
- 🐢 5 free event T-Shirts

Valued: \$ 20,000

Title Shell Sponsor Package Cost \$ 3,000

Chamber members will also receive the following benefits: Listed in ALL Chamber publications promoting the event, Business Spotlight in Chamber publications and a five minute commercial time and table-top at the October Chamber Membership Luncheon



Presenting Shell

2009 GREAT AMERICAN COOTER FESTIVAL

Where: **Inverness, Florida in Citrus County**
When: **October 23 - 25, 2009**
*****And "Cooter Night" Contests October 1, 8, 15, 22, 2009*****

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

- 🐢 Secondary placement for Presented By status; "2009 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
- 🐢 Home page exposure ad space for one marketing season on the Cooter Festival official website, www.cooterfestival.com including hyperlink to URL of choice (>10,000 unique visitors per month) Also given exposure on Chamber website, www.citruscountychamber.com
- 🐢 Complimentary double 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
- 🐢 4 free event T-Shirts

Valued: \$ 10,000 Presenting Shell Package Cost \$ 1,500

Chamber members will also be listed in ALL Chamber publications promoting the event and will receive a Business Spotlight in Chamber publications





Brought To You By Shell

2009 GREAT AMERICAN COOTER FESTIVAL

Where: Inverness, Florida in Citrus County

When: October 23 - 25, 2009

And "Cooter Night" Contests October 1, 8, 15, 22, 2009

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
- 🐢 Home page exposure ad space for one marketing season on the Cooter Festival official website, www.cooterfestival.com including hyperlink to URL of choice (>10,000 unique visitors per month) Also given exposure on Chamber website, www.citruscountychamber.com
- 🐢 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
- 🐢 2 free event T-Shirts

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

Chamber members will also be listed in ALL Chamber publications promoting the event.





Sponsor Shell

2009 GREAT AMERICAN COOTER FESTIVAL

Where: Inverness, Florida in Citrus County

When: October 23 - 25, 2009

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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
- 🐢 Home page exposure ad space for one marketing season on the Cooter Festival official website, www.cooterfestival.com including hyperlink to URL of choice (>10,000 unique visitors per month) Also given exposure on Chamber website, www.citruscountychamber.com
- 🐢 PA recognition during event announcements (includes pre festival events)
- 🐢 2 VIP tickets to Cooter Block Party on Friday night
- 🐢 1 free event T-Shirts

Valued: \$ 7,000

Sponsoring Shell Package Cost \$ 500

Chamber members will also be listed in ALL Chamber publications promoting the event.





Friend of a Shell


2009 GREAT AMERICAN COOTER FESTIVAL


Where: Inverness, Florida in Citrus County

When: October 23 - 25, 2009

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

 YOUR COMPANY name on sponsor board

 Home page exposure ad space for one marketing season on the Cooter Festival official website, www.cooterfestival.com including hyperlink to URL of choice (>10,000 unique visitors per month) Also given exposure on Chamber website, www.citruscountychamber.com

 PA recognition during event announcements

 1 VIP to Cooter Block Party on Friday night

Valued: \$ 1,000

Supporting Shell Package Cost \$ 150



Sponsorship Agreement

2009 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"/> "Brought to You Outdoors By" Shell Sponsor: | \$ 1,000 | _____ |
| <input type="checkbox"/> Sponsoring Shell Sponsor: | \$ 500 | _____ |
| <input type="checkbox"/> Friend of a Shell Sponsor: | \$ 150 | _____ |
| <input type="checkbox"/> Volunteer T-Shirt Sponsor: | \$ 100 | _____ |



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 ccommerce1@tampabay.rr.com.

Authorized Signature: _____ Date: _____

**PLEASE MAKE CHECKS PAYABLE TO: Citrus County Chamber of Commerce
401 Tompkins St., Inverness, FL 34450**

LITTLE TURTLE, BIG COVERAGE

2009 GREAT AMERICAN COOTER FESTIVAL

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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?

2009 GREAT AMERICAN COOTER FESTIVAL



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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. The festival combines wholesome family fun with opportunities for tourism and economic development which advance the area both culturally and monetarily. The festival is hosted by both the Citrus County Chamber of Commerce and the City of Inverness...a GREAT partnership! Your sponsorship positions your business as a caring community partner;

RELEVANCE: No matter what type of Citrus County 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 print 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, you are getting business building exposure at a much lower out-of-pocket cost than through traditional advertising or promotions-making sponsorship rewarding on many levels.

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 through the entire year! Be "EVERYWHERE" with us!





"Brought To You By" Shell





2009 GREAT AMERICAN COOTER FESTIVAL Outdoor Show @ Wallace Brooks Park

Where: Inverness, Florida in Citrus County

When: October 23 - 25, 2009

*** And "Cooter Night" Contests October 1, 8, 15, 22, 2009***

Included in the Outdoor Show "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
-  Home page exposure ad space for one marketing season on the Cooter Festival official website, www.cooterfestival.com including hyperlink to URL of choice (>10,000 unique visitors per month) As well as exposure on the Citrus County Chamber of Commerce website.
-  Complimentary booth space on festival grounds at outdoor show location (Wallace Brooks Park) to distribute literature and/or display products or services
-  Space for five (5) vehicles/RV's/boats
-  PA recognition during event announcements
-  1 free event T-Shirts

Valued: \$ 9,500 "Brought to You By" Shell Package Cost \$ 1,000

For more information, contact the Citrus County Chamber of Commerce at 352/726-2801.

