



LIGHT UP OCALA

November 18 | 4 - 8 PM | Downtown Ocala

2023 SPONSORSHIP GUIDE



EVENT DESCRIPTION

























Light Up Ocala is a longstanding community tradition to kick off the holidays that attracts tens of thousands to downtown Ocala. Vendors, live music, food trucks and so much more are in store for the 39th anniversary of this merry making event!

EVENT DETAILS

Free to attend
30,000+ attendees
Families, kids under 12
Long-standing community tradition

MORE INFORMATION

VISIT ocalafl.org/lightup
CONTACT Brooke Perry
EMAIL bperry@ocalafl.gov
CALL 352.368.5517

	FULFILLED			VIP Reception \$1,500	Character \$1,500	Event/ Media \$1,000
	Stage \$5,000	Stage \$3,000	Stage \$2,000			
On-stage speaking opportunity						
Logo at sponsored area						
Verbal stage recognition						
VIP area tickets	8	6	4	3	3	2
Marketing logo recognition						
Event booth space						



39th Annual Light Up Ocala

Saturday, November 18, 2023 | 4 – 8 p.m. | Downtown Ocala

Sponsorship Agreement

SPONSOR INFORMATION

Company Name:			
Contact Name:			
Address:			
Email:		Phone:	
Day-of Contact:			
Email:		Phone:	

SPONSORSHIP LEVEL (See detailed benefits on page 4)

<input type="checkbox"/> Downtown Square Stage Sponsor - \$5,000	FULFILLED
<input type="checkbox"/> Citizens' Circle Stage Sponsor - \$3,000	FULFILLED
<input type="checkbox"/> Midtown Street Party Sponsor - \$2,000	FULFILLED
<input type="checkbox"/> VIP Reception Sponsor - \$1,500	
<input type="checkbox"/> Character Sponsor - \$1,500	Character Selection:
<input type="checkbox"/> Event/Media Sponsor - \$1,000	

BOOTH INFORMATION

Please indicate if you intend to use your own branded tent or if you wish to have one provided. (Tents limited to 10'X10'). All exhibitors are responsible for their own tent lights and extension cords.

<input type="checkbox"/> Using own branded tent	<input type="checkbox"/> Request tent be provided
Your agreement includes <u>ONE</u> table and <u>TWO</u> chairs. Please indicate if you need additional items:	Extra tables requested:
	Extra chairs requested:
Electrical Needs	<input type="checkbox"/> 20amp <input type="checkbox"/> 30amp <input type="checkbox"/> None
<i>*Please note access to electrical power is very limited and cannot be guaranteed.</i>	

Sponsorship agreement, company logo (email), and payment can be returned to:

City of Ocala – Recreation and Parks Department Attn: Brooke Perry

828 NE Eighth Avenue Ocala, Florida 34470

bperry@ocalafl.gov | 352-368-5517

EVENT TERMS & GUIDELINES

Exhibit Space

- Exhibits must be open and staffed for the entire duration of the event.
- The entire booth (including tent, tables, displays, etc.) must fit into your approved booth space
- Identification signs must be hung at the top front of the tent. The sign is restricted to 18" high and shall be no longer than the width of the tent (10').
- Signs must be of a professional quality and shall **NOT** be handwritten.
- Sponsors must have a plan for how they will secure/weigh down their tent, staking is prohibited.
- All sponsors are responsible for providing their own supplies including, but not limited to, fire extinguishers, trash cans, trash bags, lights, extension cords, cord covers, etc.
- Sponsors are responsible for maintaining their booth and surrounding areas during and after the event.
- Sponsors must dispose of all trash (cardboard boxes must be broken down) in event dumpsters not in trashcans provided for public use. Booth space should be left clean after tear-down; no trash, trash bags, empty boxes, etc.
- Amplification/music of any kind at your booth is prohibited.
- Vendors are prohibited from having animals within the confines of the event, except for legitimate service animals as authorized by State Statute and ADA standard or otherwise approved by the event manager.

Power

- Electric access is reviewed on a case-by-case basis and cannot be guaranteed. Exhibitors who require more than a 110/20 outlet must coordinate with the event manager prior to being accepted. A limited number of 30 amp and 50amp outlets are available. Exhibitors using 30 or 50 amps must bring an adaptor to the event. Failure to bring an adaptor will cause you to be without electric service and unable to participate in the event. 220-volt outlets are not available and cannot be split off into two 110 outlets.
- If pulling more electric than allowed, you will be instructed to minimize your electric needs to the point where you meet the electrical load allowed. If the problem cannot be addressed before the scheduled set-up completion time, you will be asked to disconnect and remove your display from the site and no refunds will be provided.
- Exhibitors must provide their own electrical cords and must ensure that these cords are no shorter than 100 foot in total length (One – 100' cord or two – 50' cords), adequately rated (12 gauge for 20-amp outlet) and UL approved for outdoor use. Frayed, spliced or damaged cords will not be allowed.
- Exhibitors are responsible for covering their cords by either taping or matting electrical cords. All such matting and/or taping is subject to inspection and approval by the City of Ocala who may at city's sole discretion require changes as necessary to meet safety standards.
- Generator requests will be reviewed by the city on a case-by-case situation and only approved to the extent that power needs cannot otherwise be met and/or the City determines that the advantages of allowing the generator power outweigh the disadvantages related to the use of the generator in terms of enhancing the event.

Additional Guidelines

- The individual listed on the application must be present for the entire show. Representatives or employees are welcome but shall not be in lieu of your presence.
- Professional behavior and dress are required and will be determined at the sole discretion of the City of Ocala.
- **Exhibitors are PROHIBITED FROM SMOKING WITHIN THE EVENT SITE.**
- "Pushing" sales to passing customers is prohibited.
- Sponsors are responsible for collecting and reporting sales tax on all sales.

Check-in, Set-up, and Breakdown

- All sponsors must check in with their designated event zone coordinator, who will be present to meet them at the check-in area. Maps will be provided to all vendors with check-in information prior to the event.
- Setup will take place between 11 a.m. and 1 p.m. You must check-in NO LATER THAN 1p.m. to setup your booth space. All vehicles must be out of the event zone by 2 p.m. Failure to meet these timeframes will result in forfeiture of the space and no refunds will be provided.
- Sponsors must limit themselves to one vehicle within the event site, unload the equipment and remove the vehicle prior to set-up.
- Exhibits must be open and staffed for the entire duration of the event.
- Sponsors can begin breakdown at 8 p.m., but no vehicles will be allowed into the event area until cleared by the appropriate event personnel. Early breakdown is prohibited. Anyone found breaking down before the end of the event will not be able to participate in future events with the city of Ocala.

Marketing

- The City of Ocala will create flyers/posters for event. Electronic versions of these flyers/posters will be made available to you for social media distribution. If you wish to print out posters, please do not post any flyers/posters (or any other type of advertisement) on any trees, posts, telephone poles, signage, buildings, cars, etc. as this is illegal. You may contact various businesses and ask if they will post the information within their business. All flyers, posters, handbills, advertisements, etc. promoting the event must receive prior written approval from the City of Ocala event coordinator prior to any posting/distribution.
- We encourage our sponsors to promote their participation with the event. However, the following cannot be done by any vendor or sponsor:
 - Create/sell items bearing the event name or likeness or event logo
 - Use copywritten photos/materials as your own
 - Create events on Facebook (or any other social media/website) using official event name or logo. However, links to the Ocala Recreation and Parks Facebook page/event page and website are permitted and will be provided.
- Please contact the Ocala Recreation and Parks Marketing Department for questions regarding digital or print marketing and to obtain approved promotional materials at rpmarketing@ocalafl.org.

SPONSOR AGREEMENT

The sponsor certifies that the information on the sponsorship agreement is a correct depiction of the services and products to be provided by the sponsor at the event. The sponsor understands that failure to follow application/sponsor permit terms as described and stipulated herein will result in ineligibility for this and future events. The sponsor further agrees to abide by all terms of the sponsor permit for this event and to hold harmless and indemnify the City of Ocala against any claims arising by virtue of their occupancy of exhibitor space and participation in this event.

GENERAL RELEASE

The undersigned, individually and/or on behalf of the company/organization, in consideration for the City of Ocala's permission to attend Light Up Ocala does hereby discharge, release, indemnify and hold harmless the City of Ocala, its employees, agents and officers and all other sponsoring organizations from any and all manner of actions, suit, damages or claims whatsoever arising from any loss or damage to the person or property of the undersigned and the undersigned's employees, volunteers, representatives or agents while in possession of vendor space or participating in Light Up Ocala.

I understand that, if accepted into the event, my booth fee shall not be refunded if all or part of the event is cancelled, including but not limited to inclement weather or acts of nature.

I HAVE READ ALL THE RULES PERTAINING TO THIS APPLICATION/CONTRACT AND AGREE TO ABIDE BY THEM.

Sponsor name (please print): _____

Signature: _____ **Date:** _____

Benefits & Media Recognition

~~Downtown Square Stage Sponsor~~ — ~~\$5,000~~ **FULFILLED**

- ~~• Limited to one cash sponsor~~
- ~~• Reserved 10' x 10' booth space and tent in prime location, with one table & two chairs~~
- ~~• Eight (8) VIP area passes~~
- ~~• On stage verbal recognition~~
- ~~• One (1) on stage speaking opportunity~~
- ~~• Company name and/or logo recognition on: Respective stage signage, Media release, Event webpage, Social Media, Event Signage, Digital & print marketing materials~~

~~Citizens' Circle Stage Sponsor~~ — ~~\$3,000~~ **FULFILLED**

- ~~• Limited to one cash sponsor~~
- ~~• Reserved 10' x 10' booth space and tent in prime location, with one table & two chairs~~
- ~~• Six (6) VIP area passes~~
- ~~• On stage verbal recognition~~
- ~~• One (1) on stage speaking opportunity~~
- ~~• Company name and/or logo recognition on: Respective stage signage, Media release, Event webpage, Social Media, Event Signage, Digital & print marketing materials~~

~~Midtown Street Party Sponsor~~ — ~~\$2,000~~ **FULFILLED**

- ~~• Limited to one cash sponsor~~
- ~~• Reserved 10' x 10' booth space and tent in prime location, with one table & two chairs~~
- ~~• Four (4) VIP area passes~~
- ~~• On stage verbal recognition~~
- ~~• Company name and/or logo recognition on: Respective stage signage, Media release, Event webpage, Social Media, Event Signage, Digital & print marketing materials~~

VIP Reception Sponsor - \$1,500

- Limited to four cash sponsors
- Reserved 10' x 10' booth space and tent in prime location, with one table & two chairs
- Three (3) VIP area passes
- On-stage verbal recognition
- Company name and/or logo recognition on: VIP Reception signage, Event webpage, Social Media, Event Signage, Digital & print marketing materials, VIP Invitation

Character Sponsor - \$1,500

~~Santa Claus~~ **FULFILLED**, Junior Sunshine Parade, Living Angels, Punch and Judy Show **FULFILLED**

- Limited to one cash sponsor per character
- Reserved 10' x 10' booth space and tent, with one table & two chairs
- Three (3) VIP area passes
- On-stage verbal recognition
- Company name and/or logo recognition on: Respective character signage, Event webpage, Social Media, Event Signage, Digital & print marketing materials

Event/Media Sponsor - \$1,000

- Reserved 10' x 10' booth space and tent, with one table & two chairs
- Two (2) VIP area passes
- On-stage verbal recognition
- Company name and/or logo recognition on: Event webpage, Social Media, Event Signage, Digital & print marketing materials