



FESTIVAL AT FORT KING

December 7 - 8 | 10 AM - 3 PM

Fort King National Historic Landmark

SPONSORSHIP GUIDE



EVENT DESCRIPTION

Step into the early 1800s at the Festival at Fort King! This two day event will feature historic themed crafts, games, workshops, activities, living historians, vendors, food, drinks and much more. The pinnacle of the event is a re-enactment of the event that fueled the start of the Second Seminole War.

EVENT DETAILS

- 4,000 attendees
- Families, history lovers, outdoor enthusiasts
- City-wide marketing

MORE INFORMATION

VISIT fortkingocala.com/festival

EMAIL fortking@ocalafl.gov

CALL 352.368.5533

EVENT ACTIVITIES

- Historic Homesteading Demonstrations
- Florida Pioneer Crafts & Games
- Historical Reenactments
- Artillery Demonstrations
- Animal Programs
- Fort King Archaeology Talks
- Artist & Author Exhibitions

ABOUT FORT KING

Fort King National Historic Landmark is one of 47 historic landmarks in Florida. The site features a life size replica of Fort King from 1837. There is a Visitor Center and Archaeological Resource Center also on site.

Logo at sponsored area

Platinum
\$5,000



Gold
\$2,500



Silver
\$1,000



Bronze
\$500

Bourbon & Blacksmith VIP



Historic homesteading class



Event booth



Logo on flyer & website





FESTIVAL AT FORT KING

Saturday, December 7 and Sunday, December 7, 2024
10 a.m. – 3 p.m. | Fort King National Historic Landmark

Sponsorship Agreement

SPONSOR INFORMATION

Company Name:

Contact Name:

Address:

Email:

Phone:

Day-of Contact:

Email:

Phone:

SPONSORSHIP LEVEL (See detailed benefits on page 4)

☐ Platinum - \$5,000

☐ Silver - \$1,000

☐ Gold - \$2,500

☐ Bronze - \$500

BOOTH INFORMATION (Applicable to Silver level and up)

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.

☐ Using own branded tent

☐ Request tent be provided

Your agreement includes ONE table and TWO chairs. Please indicate if you need additional items:

Extra tables requested:

Extra chairs requested:

GENERATOR REQUEST

Electric is not available at this site. Generators will be approved on a case-by-case basis. All generators must be quiet, non-fume emitting & meet Fire Safety Guidelines.

Are you requesting a generator? ☐ Yes ☐ No

Type of Generator (include Make/Model/Horsepower):

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

City of Ocala Recreation and Parks Attn: Festival at Fort King

828 NE Eighth Ave., OCALA, FL 34470

FortKing@OcalaFL.Gov | 352-368-5533

EVENT TERMS AND GUIDELINES

Exhibit Space

- Exhibits must be open and staffed for the entire duration of the event.
- Exhibitors are required to have a solid non-flammable tent in a neutral color. No carport-type tents allowed.
- 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.
- Exhibitors must have a plan for how they will secure/weigh down their tent, staking is prohibited.
- V Exhibitors may reserve more than one space (at the set fee per space); however, only one vendor can occupy that space (no two vendors are allowed to share one vendor space and no space may be sublet).
- All Exhibitors are responsible for providing their own supplies including, but not limited to, fire extinguishers, trash cans, trash bags, tables and chairs (for vendor use only), lights, extension cords, cord covers, etc.
- Exhibitors are responsible for maintaining their booth and surrounding areas during and after the event.
- Exhibitors 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.
- Exhibitors 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.

Electric

- Power is not available at this venue. 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.
- Exhibitors are responsible for collecting and reporting sales tax on all sales.

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 exhibitors 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.

EXHIBITOR AGREEMENT

The exhibitor certifies that the information on the application is a correct depiction of the services and products to be provided by the exhibitor at the event. The exhibitor understands that failure to follow application/permit terms as described and stipulated herein will result in ineligibility for this and future events. The exhibitor further agrees to abide by all terms of the 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 Festival at Fort King 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 Festival at Fort King.

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 Organization Name: _____

Sponsor Representative Name (please print): _____

Sponsor Representative Signature: _____ **Date** _____

Benefits & Media Recognition

Platinum Sponsor - \$5,000

Benefits and Media Recognition

- Limited to three (3) cash sponsors
- Eight (8) tickets to Blacksmiths & Bourbon VIP Event Preview – Enjoy an exclusive, after-hours experience to the festival, complete with a private guided tour, blacksmithing demonstration, light refreshments, and commemorative merchandise.
- Availability for on-site product display or promotional booth setup
- Private Historic Homesteading classes for up to eight (8) participants
- Company name and/or logo recognition on: Media release, Sponsored event area/activity, Electronic invitation, Event webpage, Social media, Event signage, Digital & print marketing materials

Gold Sponsor - \$2,500

Benefits and Media Recognition

- Limited to two (2) cash sponsors
- Four (4) tickets to Blacksmiths & Bourbon VIP Event Preview – Enjoy an exclusive, after-hours experience to the festival, complete with a private guided tour, blacksmithing demonstration, light refreshments, and commemorative merchandise.
- Availability for on-site product display or promotional booth setup
- Private Historic Homesteading classes for up to six (6) participants
- Company name and/or logo recognition on: Electronic invitation, Event webpage, Social media, Event signage, Digital & print marketing materials

Silver Sponsor - \$1,000

Benefits and Media Recognition

- Availability for on-site product display or promotional booth setup
- Private Historic Homesteading classes for up to four (4) participants
- Company name and/or logo recognition on: Event webpage, Social media, Event signage, Digital & print marketing materials

Bronze Sponsor - \$500

Benefits and Media Recognition

- Company name and/or logo recognition on: Event webpage, Social Media, Event Signage, Digital & print marketing materials