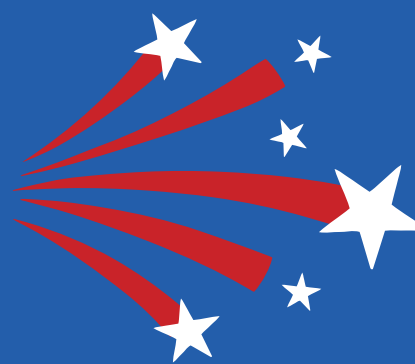


PATRIOTIC SKIES

A FOURTH OF JULY DRONE EXPERIENCE

July 4 | 5 - 10 PM | Tuscawilla Park

SPONSORSHIP GUIDE



OCALA
Recreation and Parks

2024

EVENT DESCRIPTION

Experience an unforgettable Fourth of July celebration like never before! Join us for a stunning drone show that will light up the night sky in a dazzling display of patriotism and creativity. Marvel at the synchronized movements of 300 drones as they paint the sky with colors and shapes, creating a truly mesmerizing experience for all ages.























MORE INFORMATION

VISIT ocalafl.gov/julyfourth

CONTACT Brooke Perry

EMAIL bperry@ocalafl.gov

CALL 352.368.5517

	Victory VIP Zone \$5,000	Stars & Stripes Stage \$3,000	All-American Kid's Zone \$3,000	Freedom Field \$2,500	Star- Spangled \$1,500
On-stage speaking opportunity					
Logo within sponsored area					
Verbal stage recognition					
VIP zone tickets	8	6	6	4	2
Marketing logo recognition					
On-site product display or booth					

Patriotic Skies: A Fourth of July Drone Experience

Thursday, July 4, 2024 | 5 – 10 p.m. | Tuscowilla Park

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"/> Victory VIP Zone - \$5,000 (Limit 1)
<input type="checkbox"/> Stars & Stripes Stage - \$3,000 (Limit 1)
<input type="checkbox"/> All-American Kid's Zone - \$3,000 (Limit 1)
<input type="checkbox"/> Freedom Field - \$2,500 (Limit 5)
<input type="checkbox"/> Star-Spangled Sponsor - \$1,500 (Limit 10)

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

**Please note access to electrical power is very limited and cannot be guaranteed.*

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.
- Exhibitors must have a plan for how they will secure/weigh down their tent, staking is prohibited.
- All exhibitors are responsible for providing their own supplies including, but not limited to, fire extinguishers, trash cans, trash bags, 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.

Power

- Electric access is reviewed on a case-by-case basis and cannot be guaranteed.
- 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.
- Exhibitors are responsible for collecting and reporting sales tax on all sales.

Check-in, Set-up, and Breakdown

- All exhibitors must check in with their designated event zone coordinator. Maps will be provided with check-in information prior to the event.
- Setup will take place between 2 and 3 p.m. All vehicles must be out of the event zone by 4 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.
- Exhibitors can begin breakdown at 9:45 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 the Patriotic Skies: A Fourth of July Drone Experience 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 Patriotic Skies: A Fourth of July Drone Experience.

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

Victory VIP Zone - \$5,000 (Limit 1)

- Limited to one cash sponsor
- Eight (8) tickets to Victory VIP Zone - includes reserved parking, catered meal & air-conditioned restrooms
- On-stage verbal recognition
- One minute (1) on-stage speaking opportunity
- Availability for on-site product display or promotional booth setup
- Company name and/or logo recognition on: VIP Zone Lanyard, VIP Zone Signage, VIP Zone Photo-op Display, Media Release, Event Webpage, Social Media, Event Signage, Digital & print marketing materials

Stars & Stripes Stage - \$3,000 (Limit 1)

- Limited to one sponsor
- Six (6) tickets to Victory VIP Zone - includes reserved parking, catered meal & air-conditioned restrooms
- On-stage verbal recognition
- One minute (1) on-stage speaking opportunity
- Availability for on-site product display or promotional booth setup
- Company name and/or logo recognition on: Stage Banner Signage, Media Release, Event Webpage, Social Media, Event Signage, Digital & print marketing materials

All-American Kid's Zone - \$3,000 (Limit 1)

- Limited to one cash sponsor
- Six (6) tickets to Victory VIP Zone - includes reserved parking, catered meal & air-conditioned restrooms
- On-stage verbal recognition
- One minute (1) on-stage speaking opportunity
- Availability for on-site product display or promotional booth setup
- Company name and/or logo recognition on: Stage Banner Signage, Media Release, Event Webpage, Social Media, Event Signage, Digital & print marketing materials

Freedom Field - \$2,500 (Limit 5)

- Limited to five cash sponsors
- Four (4) tickets to Victory VIP Zone - includes reserved parking, catered meal & air-conditioned restrooms
- On-stage verbal recognition
- Availability for on-site product display or promotional booth setup
- Company name and/or logo recognition on: Banner Signage, Freedom Field Photo-op Display, Event Webpage, Social Media, Event Signage, Digital & print marketing materials

Star-Spangled Sponsor - \$1,500 (Limit 10)

- Limited to ten cash sponsors
- Two (2) tickets to Victory VIP Zone - includes reserved parking, catered meal & air-conditioned restrooms
- On-stage verbal recognition
- Availability for on-site product display or promotional booth setup
- Company name and/or logo recognition on: Event Webpage, Social Media, Event Signage, Digital & print marketing materials