

Presents



SPRING FEST

'14



In Support of the Okaloosa Arts Alliance!

Saturday, May 17, 2014
HarborWalk Village, Destin
11 am - 6 pm

SPONSORSHIP PACKET



Okaloosa Arts Alliance




SPRING FEST '14






SPRING FEST '14



Partner with us to unite residents and families, artists, businesses and the community in a lively, fun filled family day at the harbor!

A high-energy festival atmosphere, entertainment on the stage, great silent auction and more! We're inspiring local residents and families to get active, be creative, get healthy and get involved!

Attention Businesses: Connect to thousands of local residents and families at Spring Fest!

Get face-to-face with your potential customers at Spring Fest, May 17, at HarborWalk Village!

On the Coast Magazine's Spring Fest at HarborWalk Village will unite residents, artists, businesses and service providers for a lively, full-of-fun event unmatched on the Emerald Coast. A high-energy festival atmosphere, exciting entertainment on the stage, amazing artists, hands on activities, a super silent auction and much more will add to the many reasons people will rave about Spring Fest long after the event is over.

Be part of the fun and connect with local area parents in a powerful way by being a booth vendor or sponsor of this premier event. You won't find a more cost-effective face-to-face opportunity to reach these individuals.

And did we mention that it will be FUN?



Don't miss this unique, fun, exciting and artsy event where you can connect with your customers and make new ones!

On the Coast Magazine:

(A multi-media company)

Connecting Emerald Coast residents to the businesses and services they need.

- Bi-monthly magazine
- Website (OntheCoastMag.com)
- Facebook.com
- Twitter.com
- Digital edition
- Contests

Our extensive marketing plan promotes the festival throughout The Emerald Coast using print, web, direct mail, radio, TV, social media, flyers to over 10,000 elementary students and other special efforts. We also will provide vendors and sponsors with promotional materials to help promote the event.

All sponsors will receive exposure on the two-page follow up in the July/August 2014 issue of *On the Coast* Magazine.



Who and How Many Will I Reach:

Based on last year's blockbuster event and this year, we now can predict that our audience will be over 5,000 attendees who will mirror our loyal *On the Coast* resident readers.

What will be available at Spring Fest '14:

- Arts & crafts vendors
- Booths featuring dozens of needed resident resources
- Silent Auction & Poster Contest
- FREE hands on activities
- FREE family friendly live entertainment
- FREE and open to the public
- FREE parking
- Fun for the whole family
- On the Harbor
- And MUCH MORE!

SPONSORSHIPS - SPRING FEST '14

Dates: Saturday, May 17 | Event Times: 11 pm – 6 pm

GOLD – INSPIRE SPONSOR

\$ 1,500 (\$4,000+ VALUE)

Level includes:

- Half page color ad in *On the Coast* Magazine in March, May or July issue (\$1200 value)
- Sponsor logo on stage banner during event
- Logo on all collateral material flyers distributed to promote event to through print, website banners, social media, email blasts, and other marketing outlets.
 - Print: *On The Coast* Magazine
 - Website banner: *On The Coast* Magazine & OAA
 - Social media (Social Media Impressions in 2013: 45,050): HarborWalk Village Facebook; Emerald Grande Facebook; Destin Cobia Tournament Facebook; Swoop Deep Sea Fishing Facebook; HarborWalk Charters Facebook; Emerald Grande Weddings Facebook; HarborWalk Village Twitter @HWVDestin; Instagram @HWVDestin; Reverbnation; Bandsintown; and Pinterest
 - Websites: HarborWalk Village, *On The Coast* Magazine, OAA
 - 4 (four) email blasts: sent to over 64,000 people
 - Radio Broadcast
- Sponsorship acknowledged on *On the Coast* Magazine and OAA website
- Sponsorship acknowledged in weekly OAA newsletter for one year
- On-stage recognition during event
- Booth at the event – tent, 2 tables, 2 chairs
- Post-event follow-up in July/August OTC Magazine
- Sponsor banner hung at event (Sponsor Provides)

Additional special ad rate(s) through *On The Coast* Magazine –

Contact: Nancy Babin 850-642-5439 – cell or otc@onthecoastmag.com – email

SILVER – OPPORTUNITY SPONSOR

\$ 1,000 (\$2,500+ VALUE)

Level includes:

- Quarter page color ad in *On the Coast* Magazine in March or May issue (\$650 value)
- Logo on all collateral material flyers distributed to promote event to through
 - Print: *On The Coast* Magazine
 - Website banner: *On The Coast* Magazine and OAA
 - Social media (Social Media Impressions in 2013: 45,050): HarborWalk Village Facebook; Emerald Grande Facebook; Destin Cobia Tournament Facebook; Swoop Deep Sea Fishing Facebook; HarborWalk Charters Facebook; Emerald Grande Weddings Facebook; HarborWalk Village Twitter @HWVDestin; Instagram @HWVDestin; Reverbnation; Bandsintown; and Pinterest
 - Websites: *On The Coast* Magazine AND OAA
 - 4 (four) email blasts: sent to over 64,000 people
- Sponsorship acknowledged on *On the Coast* Magazine and OAA website
- On-stage recognition during event
- Booth space at the event
- Post-event follow-up in July/August OTC Magazine
- Sponsor banner hung at event - (Sponsor Provides)

Additional special ad rate(s) through *On The Coast* Magazine –

Contact: Nancy Babin 850-642-5439 – cell or otc@onthecoastmag.com – email



SPONSORSHIPS - SPRING FEST '14

Dates: Saturday, May 17 | Event Times: 11 pm – 6 pm

COPPER – OPPORTUNITY SPONSOR

\$ 500 (\$1,000+ VALUE)

Level includes:

- 1/6th page color ad in *On The Coast* Magazine in March or May issue.
- Sponsorship acknowledged on *On The Coast* Magazine and OAA website
- Booth space at the event
- Post-event follow-up in July/August OTC Magazine
- Sponsor banner hung at event - (Sponsor Provides)

Additional special ad rate(s) through *On The Coast* Magazine – Contact: Nancy Babin 850-642-5439 – cell or otc@onthecoastmag.com – email

EXHIBITOR OPPORTUNITIES

Exhibitors will have full access to thousands of area residents and families. We encourage all exhibitors to prepare a fun kids activity at their booth to fully engage attendees and maximize ROI. Attendees will be encouraged through a special activity & grand prize incentive to visit every booth. Exhibitors should plan to provide an activity for at least 300 children.

ART VENDORS

\$100

- Single vendor per booth space
- Booth Specifics : Single: 10'x10' space

Other perks:

- Face-to-face interaction builds relationships and makes a lasting impression.
- Great venue to launch a new product or service.
- Sell products, register new customers.
- Network with other local businesses and organizations.





BOOTH SPACES For safety reasons vendors must confine themselves to a 12'x12' space. No more than (2) two booth spaces may be reserved per exhibitor. Limited space available. FOR ADDITIONAL FEES – we may provide you with a 10' X 10' TENT with weights, table(s) and/or Chair(s) –contact Amy Baty for more information at abaty@okaloosaarts.org.

ENTRY FEE

- 1) The charge per entry or booth is \$100.00 US Dollars 12'x 12' space. Please send separate checks for each space reserved. No commission fees are collected for charged on sales. The booth fee is returned if your application is not accepted. An accepted application is a commitment to the show and no refund will be made for cancellations or rain checks due to inclement weather. Subletting a booth space is strictly prohibited. **Make checks payable to On the Coast Magazine.**

STATE/COUNTY BUSINESS LICENSE

The State of Florida and Okaloosa County require each exhibitor and vendor to purchase a transient business license. The details are available from the Okaloosa County License Inspector at www.okaloosatax.com.

SELECTION

Exhibitors and vendors will be selected deemed to best reflect the atmosphere of Spring Fest t to include creativity, quality, originality, Artistic theme, and educational or entertainment value to children.

Once you have been accepted as an exhibitor in the event, additional information will be sent to you in your acceptance package.

STANDARDS

1. An accepted application is a commitment to the show and no refunds will be made for cancellations or rain checks.
2. Under no circumstances will stand-in or proxy exhibitors be permitted. Only the artist or crafter accompanying his or her original work may participate in Spring Fest.
3. Artists and crafters must exhibit for 2 days of the festival, Saturday, May 6th and Sunday, May 7th from 11 a.m. to 6 p.m. Vendors are required to man their exhibits during these hours. *Vendors may stay open longer if necessary but no longer than HarborWalk Village Merchants.
4. Exhibitors bear the responsibility for all set-up needs for their exhibits. Security will be provided by HarborWalk Village; however, neither they, nor their representatives are responsible for loss or damage of any kind.
5. Artists and crafters must provide their own tents with weights, display booths, tables, chairs, and racks; and should be prepared for the possibility of inclement weather conditions, such as wind and rain. **(FOR AN ADDITIONAL FEE(S) – TENTS, WEIGHTS, TABLES AND CHAIRS MAY BE SUPPLIED – CONTACT Amy Baty at show-amybaty1@gmail.com**
6. No space can be shared, but one artist may purchase two spaces. A “multi-person” team producing a single product qualifies as a single exhibitor.
7. No on-site gas powered generators are allowed. No amplified music permitted.
8. This is a family oriented festival with an emphasis on kids of all ages, and work exhibited must be in keeping with this atmosphere. The festival reserves the right to remove work that it deems inappropriate.
9. NON-COMPLIANCE WITH EVENT STANDARDS & RULES MAY RESULT IN ELIMINATION FROM THIS YEAR’S AND FUTURE EVENT WITH NO REFUND OF FEES.

Event Date: Saturday, May 17th from 11am-6pm

Name: _____

Name of Business: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone (Work) _____ (Cell) _____

Email: _____ Website: _____

PLEASE SELECT CATEGORY BELOW THAT DESCRIBES YOUR EXHIBIT

_____ Sponsor – Type: _____

_____ Artist – Type: _____

_____ Group - Type: _____

_____ Vendor – Type: _____

REQUIRED WITH APPLICATION – Proof of insurance (if applicable); art vendors only: high resolution .jpg images of work and ONE (1) .jpg image of booth on CD-ROM disc.

Sponsor (Gold-\$1500, Silver-\$1000, Copper-\$500, Exhibitor) _____ @ _____ = \$ _____

Number of booths requested - \$100.00 each. _____ @ \$100 = \$ _____

Checks are non-refundable. Total Amount Enclosed = \$ _____

Your signature affirms that you have read and understand the aforementioned conditions and standards of Spring Fest 2014 at HarborWalk Village and agree to abide by these regulations.

Applicant's Signature _____

Applicant's Name (print) _____

Date _____

**Special Requests or Needs (location, placement, electricity, etc.)

Make checks payable to On the Coast Magazine and mail this application and check to: On the Coast Magazine

4732 Rendezvous Cove Destin, FL 32541

Applications must be postmarked by May 1st, 2014 and/or received by May 6th, 2014.

**** SORRY, ALL INCOMPLETE APPLICATIONS WILL BE RETURNED ****

For contact information:

Sponsors contact Nancy at otc@onthecoastmag.com (850) 642-5439 and

Vendors contact Amy at show-amybaty1@gmail.com (850) 499-8335.