

Mayor Samuel G.S. Bennett  
Carmen M. Spelorzi, Town Clerk  
Christian C Waugh, Town Attorney

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PHONE: (386) 749-2661



COUNCIL MEMBERS

Robert F. Greenlund, Vice Mayor  
Thomas R. Larrivee  
Sergia Cardenas  
Vacant



## 11<sup>th</sup> ANNUAL JULY 4<sup>TH</sup> FAMILY FUN CELEBRATION 2021

Ready for some celebration?! This is your invitation to join the Town of Pierson for its  
**11<sup>th</sup> Annual July 4<sup>th</sup> Family Fun Celebration!**  
Mark your calendars for *Saturday, July 3, 2020 at 4:00 p.m.*

We are starting to make plans and it is our intent to once again showcase the many businesses and organizations around town that have been doing their part to make this community the best ever. Due to the many changes this past year, we will not have inflatables, but we look forward to having Hannah the Clown and the Choo Choo train the kids all love! And as usual, we look forward to everyone enjoying the festivities!

Through the perseverance of our last Mayor, James Sowell, the Town Council unanimously agreed to have the first annual Fourth of July fireworks celebration in 2011. This year we are blessed to hold our 11<sup>th</sup> annual fireworks celebration. This event is made possible foremost, by the taxpayers of the Town of Pierson. We not only owe a debt of gratitude to them, but also to the many sponsors who so generously contributed to this grand endeavor.

To help make this 11<sup>th</sup> Annual Family Fun Celebration the best yet, we are asking for your support. There are many ways for you to help us meet our goal—as a sponsor, arts crafts vendor, service/ product vendor, or in a volunteer role. We will not have food vendors other than the Town of Pierson Food Concession at the Pavilion.

Enclosed with this letter is a sponsorship/ vendor registration form that explains the various sponsorship categories and booth rental.

We thank you for your past support and hope that we can count on you once again this year. May God Bless you and your family. If you should have any questions, call our Town Clerk Carmen Spelorzi at 386-749-2661, or myself, your Mayor, Samuel G.S. Bennett at 386-749-2450.

Best regards,

*Samuel G.S. Bennett*

Samuel G.S. Bennett  
Mayor, Town of Pierson



*“Fern Capital of the World”*



**TOWN OF PIERSON  
11th Annual Family Fun Celebration  
Saturday, July 3, 2021**



**SPONSOR/VENDOR REGISTRATION FORM**

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

√ LEVEL	TYPE	SPACE	PRICE
	PATRIOT SPONSOR		= \$ 500 +
	STARS SPONSOR		= \$ 250
	STRIPES SPONSOR		= \$ 100
	CONTRIBUTING SPONSOR		= Up to \$ 99
	ARTS & CRAFTS VENDOR	10' X 10'	= \$ 25
	SERVICES/PRODUCT VENDOR	10' X 10'	= \$ 25
		<b>TOTAL DUE</b>	<b>\$</b>

**VENDORS LIST ALL ITEMS FOR SALE:**

\_\_\_\_\_  
*I have read and agree to the Terms and Conditions on the back of this form and do hereby release and forever discharge the Town of Pierson, its representatives, and successors from all manner of action, suits, sums of money, damages, controversies, claims and demands from any loss or damages to the undersigned's property. I further grant the Town of Pierson permission to use any photograph, video, recording or any other record of my participation in the event for any legitimate reasons. I understand that it is the Town of Pierson's right to deny any applicant.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



**PATRIOT SPONSOR:**

Sponsor logo and name featured on Town of Pierson event web site.  
Sponsor mention in all media releases, newspaper advertising, publicity posters, flyers, and follow-up public relation materials (with exception of highway banner).  
Inclusion in all promotional mentions at event and verbal recognition during event.  
Prominent category identification at event  
Free 10'x10' booth space area to showcase products/services at event.  
Sponsor acknowledgement at opening ceremonies and at Council meeting.

**STARS SPONSORSHIP:**

Sponsor mention in all media releases, newspaper advertising, publicity posters, flyers, and follow-up public relation materials (with exception of highway banner).  
Inclusion in all promotional mentions at event and verbal recognition during event.  
Prominent category identification at event.  
Free 10'x10' booth space area to showcase products/services at event.  
Sponsor acknowledgement at opening ceremonies and at Council meeting.

**STRIPES SPONSORSHIP:**

Prominent category identification at event.  
Inclusion in all promotional mentions at event and verbal recognition during event.  
Sponsor acknowledgement at opening ceremonies and at Council meeting.

**CONTRIBUTING SPONSORSHIP:**

Sponsor acknowledgement at opening ceremonies and at Council meeting.



**TERMS AND CONDITIONS:**

- **Registration deadline is Friday, June 18, 2021** to ensure representation in proposed media programs.
- Non-profit organizations are fee exempt; **one per organization.**
- Booth space is offered on a first come, first served basis. All reservations are final.
- **This is a rain or shine event.**
- Electrical will be available for food concession vendor booths only.
- Booth vendors are to provide own canopy, displays, set up and take down.
- Booths are required to **be open on Saturday, July 3, 2021, from 4:00 pm until 8:30 pm**
- Booth vendors may set up after 12:00 pm on day of event and take down after the fireworks or by 12:00 pm Sunday, July 4, 2020. **(The Town is not responsible for overnight protection)**
- Booth space is provided to the company/organization named on the application; no sharing allowed.
- Vehicles will not be allowed inside the designated event activity area on day of event from 4:00 pm until after the fireworks display.
- Any violent or illegal activity is grounds for closure of the vendor's booth space, expulsion from the event and possible legal action. There will be no refunds given to any violators.
- **Booth vendors are responsible for and will be charged for any necessitated clean up or disposal of vendor trash.**
- Applicable vendors are responsible for collecting and forwarding Florida sales tax to the Department of Revenue.
- Vendor will not display or sell any items other than those listed on registration form, nor show or sell items bought or consigned for resale or flea market or farmer's market items.
- **Alcoholic beverages may not be sold or publicly consumed on premises.** This will be duly enforced.
- Coolers will be inspected and if contents include alcoholic beverages, contents will be confiscated by the authorities.

