

CITY OF FORT LAUDERDALE SPONSORSHIP PACKET



CITY OF FORT LAUDERDALE





THE CITY OF FORT LAUDERDALE

WELCOMES THE OPPORTUNITY TO COLLABORATE WITH BUSINESSES AND ORGANIZATIONS THROUGH ITS SPONSORSHIP PROGRAM. THIS SUGGESTED POLICY OUTLINES THE GUIDELINES AND PROCEDURES FOR BUSINESSES INTERESTED IN SPONSORING EVENTS CREATED AND MANAGED BY THE CITY.

THE OBJECTIVE

OF THIS SPONSORSHIP PROGRAM IS TO ENHANCE COMMUNITY ENGAGEMENT, CULTURAL ENRICHMENT, AND FINANCIAL SUPPORT FOR CITY INITIATIVES.

PROGRAM OBJECTIVES

GOAL:

TO FOSTER MEANINGFUL PARTNERSHIPS BETWEEN THE CITY OF FORT LAUDERDALE AND LOCAL BUSINESSES, CONTRIBUTING TO THE **SUCCESS AND VIBRANCY** OF COMMUNITY EVENTS.

OBJECTIVES:

INCREASE COMMUNITY PARTICIPATION AND ATTENDANCE AT CITY EVENTS.
RAISE FUNDS TO SUPPORT SPECIFIC COMMUNITY PROJECTS AND INITIATIVES.

STRENGTHEN RELATIONSHIPS BETWEEN LOCAL BUSINESSES AND THE COMMUNITY.



SIGNATURE EVENTS

FOURTH
OF JULY



GREAT
AMERICAN
BEACH PARTY



SISTRUNK
FESTIVAL



SUMMER
JAMZ



JAZZ
BRUNCH



STARLIGHT
MUSICALS



DOWNTOWN
COUNTDOWN -
NEW YEAR'S EVE



ST. PATRICK'S
DAY PARADE



KING HOLIDAY
PARADE AND
MULTICULTURAL
FESTIVAL



COMMUNITY EVENTS

CARTER PARK
JAMZ



FORT
LAUDERBOO



LIGHT UP
SISTRUNK



LIGHT UP
THE BEACH



LIGHT UP
THE GALT



PRE LABOR-DAY
FESTIVAL



GET LIT-
RIVERWALK



SPONSORSHIP LEVELS

1 YEAR



TITLE SPONSOR TIER

(25% of total event budget)

- Exclusive naming rights for the sponsored event.
- Premier logo placement on all promotional materials.
- Dedicated press releases and media coverage.
- Special recognition during the event.
- Networking opportunities with city officials.



GOLD SPONSOR TIER

(15% of total event budget)

- Prominent logo placement on event signage and marketing materials.
- Recognition in digital and print media.
- Acknowledgment in official event programs.
- Social media mentions leading up to and during the event.



SILVER SPONSOR TIER

(10% of total event budget)

- Logo inclusion on event banners, signs, and promotional materials.
- Recognition in event programs and during official announcements.
- Social media mentions leading up to the event.



APPROVAL PROCESS

1

Submission of Applications:

- Business submit sponsorship applications to the designated city department.

2

Review Committee:

- A review committee (Parks Recreation and Beaches Advisory Board), including representatives from relevant city departments, assesses applications.
- Evaluation based on eligibility criteria and alignment with program goals.

3

Commission Review

4

City Attorney / Risk Approval

- Approved applications are forwarded to the City Attorney and Risk for review and agreement creation.

5

Once the application has been approved

via the above process, a formal Sponsorship Agreement will be drafted and fully executed.