

# 2022

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## FLOCKFEST EVENTS

### PARTNERSHIP OPPORTUNITIES



# FlockFest

# PARTNERSHIP LETTER

Dear Potential Business Sponsor,

Thank you for your interest in sponsoring FlockFest's signature Beach Party weekend scheduled for Thursday, July 7- Sunday, July 10, 2022 at Fort Lauderdale Beach in Fort Lauderdale, Florida. Your business sponsorship will assist with the overall expenses for Beach Party as well as raise thousands of dollars for local LGBTQ+ charitable organizations. Your support will earn your company marketing opportunities in key demographics in the South Florida market. FlockFest offers Business Sponsorship Levels which provide varied marketing opportunities for your business including:

- FlockFest press releases
- Logo on 1,000+ event shirts
- Logo on event banners
- Weekly & monthly FlockFest social media advertising
- Logo and business link on the official FlockFest website
- Marketing materials in 1,000+ VIP swag bags

The 2022 FlockFest Beach Party's first fundraising event announcement reached 10,000 people on the first day. Your business sponsorship will provide demonstrated value to your company's marketing program.

## What is FlockFest

FlockFest Events is a strategic, non-profit fundraising organization that partners with other non-profits for transformational change. We plan, manage, and implement events that achieve or surpass fundraising goals. Establishing a business sponsorship with FlockFest Events is an innovative approach to promote your brand. Our social media platforms routinely reach thousands of people and numerous organizations around the world (*across the country.?*) We offer numerous events that will promote your business brand through our social media platforms on a weekly and monthly basis as well as regular promotional campaigns and special events throughout the year. A business sponsorship with FlockFest will increase your brand awareness, sales, and customer base in desirable markets.

## History of FlockFest

Our signature Beach Party began seven years ago on Sebastian Street with a small gathering of 30 friends. It has grown in 2021 to be an event that attracted 3,000+ participants and 810 ticketed VIP attendees! The community and private donors raised over \$40,000 for FlockFest Charities. With your business partnership in 2022, we will increase fundraising for FlockFest Charities.

We look forward to establishing a business sponsorship with you and working with you to increase your brand awareness, sales, and customer base.

Sincerely, FlockFest Events,

# PARTNERSHIP LEVELS

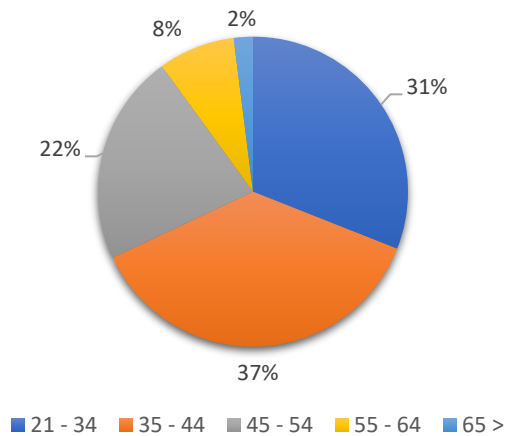
<i>Sponsor Levels</i>	<i>Presenting</i>	<i>VIP Area Exclusive/ Co-Brand</i>	<i>Event Bar</i>	<i>Event Tent (DJ/Birdcage etc.)</i>	<i>Diamond</i>	<i>Gold</i>	<i>Silver</i>	<i>Bronze</i>
	<b>\$15,000</b>	<b>\$10,000-\$5,000</b>	<b>\$5,000-\$3,000</b>	<b>\$2,500</b>	<b>*TBD by cost of promotional item</b>	<b>\$1,500</b>	<b>\$1000</b>	<b>\$800</b>
<i>Presenting Sponsors Title</i>	X							
<i>Inclusion in Press Releases</i>	X							
<i>Bar Branding</i>	X (Event Mug)	X (Event Mug)	X					
<i>Sponsor/Brand Recognition during event announcements</i>	X	X	X	X				
<i>Logo on Event Shirt (1 color logo)</i>	X	X	X	X		X		
<i>Logo on Event Banner</i>	X	X	X	X	X	X	X	
<i>Monthly Advertising on Social Media platforms (Now-Event)</i> <small>FB - 5000 Followers IG-1300 Followers</small>	X	X	X	X	X	X	X	X
<i>Logo and Link on <a href="http://www.flockfestevents.org">www.flockfestevents.org</a> website (now-Dec 2022)</i>	X	X	X	X	X	X	X	X
<i>Add Marketing Material to all VIP swag bags (1000)</i>	X	X	X	X	X	X	X	X
<i>FlockFest Beach Party VIP Passes</i>	Private Tent (6 VIP)	Private Tent (3-5 VIP)	3	2	2	2	1	
<i>Tickets to Sunday Tea Dance (July 10, 2022)</i>	6 VIP	5 VIP	4 VIP	4 VIP	2 VIP	2 GA	2 GA	2 GA
<i>Invitation to exclusive VIP Party</i>	6	5	4	4	2	2	2	1

- May 1st Deadline for all logo printed items
- For a customized package – please send email to [admin@flockfestevents.org](mailto:admin@flockfestevents.org)

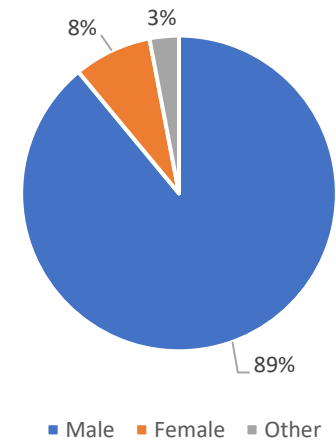


# DEMOGRAPHICS

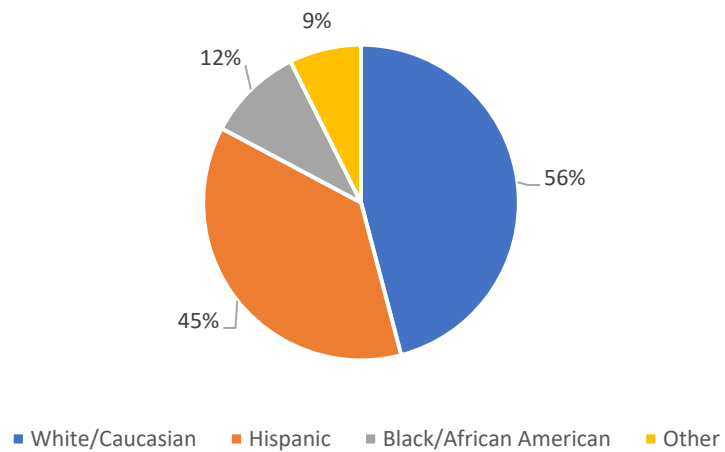
## Ages



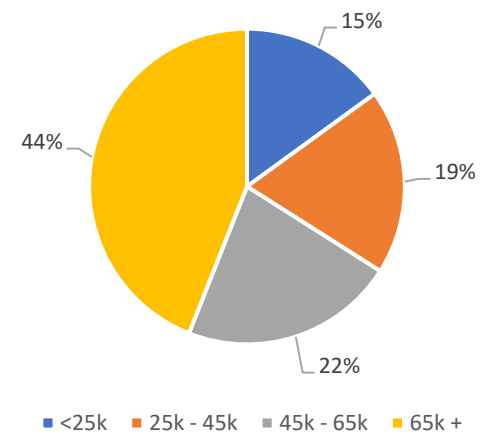
## Gender



## Ethnicity



## Household Income



# SOCIAL CONNECTION



Facebook

5,000+ Facebook "Likes"



Instagram

1,700+ Followers



E-Newsletter Subscribers

2,000+ Email address



# CHARITY BENEFICIARIES





# COMMUNITY PARTNERS



# PAST PARTNERSHIPS

