

*24th Annual
Lake Mary Heathrow Festival of the Arts
At Oval Park in Heathrow
November 6 & 7, 2010*

Background

The Lake Mary-Heathrow Festival of the Arts returns November 6 & 7, 2010 for the twenty-fourth consecutive year, bringing more than 200 world renowned artists to exhibit, and compete in this world class juried art show. The Festival is designed to inspire an appreciation for quality art forms, as well as awarding college scholarships to Seminole County high school students desiring a higher education. The Festival Scholarship committee includes Dede Schaffner, Chairman Seminole County School board, Dr. Karen Copp, Seminole State College, DeLores Lash, Festival Chairman and Lake Mary City Commissioner Jo Ann Lucarelli, Chairman of Artist Support.

The Lake Mary Heathrow Festival of the Arts is a non-profit 501(c)3 organization that raises money through sponsorships and donations. The Festival is the largest, most well attended weekend event in Seminole County drawing visitors from all over the Central Florida area.

Ranked by Sunshine Artists Magazine as "one of the best art festivals in the U.S.", the Lake Mary-Heathrow Festival of the Arts has been named "Seminole County's most prestigious event", and through the generosity of our corporate participants, has awarded more than 975 scholarships since 1986.

In addition to world-class juried arts and crafts, our premier festival also features live entertainment, children's juried art displays from local Seminole County schools, a variety of children's activities, a classic car show, radio and television exposure, various sponsor displays and exhibits, gifts, souvenirs and more!

In total, the Lake Mary-Heathrow Festival of the Arts has invested well over \$7,500,000 in the community to educate, entertain and promote goodwill and support for the arts, and has contributed more than \$990,000 to education.

The Lake Mary Heathrow Festival of the Arts is supported by the Festival Board members, committee members and volunteers, Colonial Properties Trust, Seminole County Commissioners, the City of Lake Mary, Seminole County School Board, the Seminole County Sheriff's Department, the Lake Mary Police Department and Fire Departments, the Sanford and Seminole Regional Chambers of Commerce and local Central Florida businesses.

Location

The 24th Annual Lake Mary Heathrow Festival of the Arts will take place at Oval Park in Lake Mary-Heathrow, just off I-4. This beautiful, natural setting is located on International Parkway just north of the AAA headquarters. Our event kicks off the holiday shopping season providing a variety of gifts, food, entertainment and good, clean, family fun for all ages.

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Supporting Sponsor Package

Your company's full color logo printed in the Lake Mary – Heathrow Festival of the Arts official program published by Orange Appeal Magazine – programs are inserted into 15,000 magazines and mailed to publication subscriber list, and 5,000 programs are distributed at the festival. (deadline: September 10, 2010)

INVESTMENT - \$1,500.00 Tax deductible donation

(Package subject to change, maintaining equal or greater value. This sponsorship is not category exclusive)

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Community Sponsor Package

- One sponsor booth – including 10'x10' tent with sides, one 8' skirted table, two folding chairs. Sponsor may hang a company banner on the booth (banner provided by sponsor), display and promote company products and/or services - Saturday and Sunday at the festival to patrons from all over Central Florida.
- Your company's full color logo printed in the Lake Mary – Heathrow Festival of the Arts official program published by Orange Appeal Magazine – programs are inserted into 15,000 magazines and mailed to publication subscriber list, and 5,000 programs are distributed at the festival. (deadline: September 10, 2010)
- Minimum (8) stage announcements throughout the course of the weekend

INVESTMENT - \$3,000.00 Tax deductible donation

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Silver Sponsor Package

- One \$1,000.00 college scholarship award, presented to a Seminole County high school senior, in your company's name. Sponsor Representative may present scholarship at high school of choice.
- One sponsor booth – including 10'x10' tent with sides, one 8' skirted table, two folding chairs. Sponsor may hang a company banner on the booth (banner provided by sponsor), display and promote company products and/or services - Saturday and Sunday at the festival to patrons from all over Central Florida.
- Your company's full color logo printed in the Lake Mary – Heathrow Festival of the Arts official program published by Orange Appeal Magazine – programs are inserted into 15,000 magazines and mailed to publication subscriber list, and 5,000 programs are distributed at the festival. (deadline: September 10, 2010)
- Eight VIP packages to include – eight wrist-bands which allow each person admission into the VIP tent to enjoy lunch, beer, wine and non alcoholic beverages at the Festival both Saturday and Sunday from 11:30 AM until 2:30 PM.
- Four VIP parking passes for the closest reserved parking to the Festival, directions to the site, parking and booth set up instructions.
- Your company's logo listed in all print advertising (Orlando Sentinel, Orange Appeal Magazine, Orlando Weekly, Orlando Leisure, Festival Program)
- Your company's full color logo listed on the official Lake Mary – Heathrow Festival of the Arts official website.
- One 3' x 6' sponsor banner hung near main stage (banner and display supports provided by Sponsor)
- Minimum (8) stage announcements throughout the course of the weekend

INVESTMENT - \$5,000.00 Tax deductible donation

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Gold Sponsor

- Two \$1,000.00 college scholarship awards, presented to two Seminole County high school seniors, in your company's name. Sponsor representative may present scholarship at high school of choice.
- One sponsor booth – including 10'x10' tent with sides, one 8' skirted table, two folding chairs. Sponsor may hang a company banner on the booth (banner provided by sponsor), display and promote company products and/or services - Saturday and Sunday at the festival to patrons from all over Central Florida.
- One 3' x 6' sponsor banner hung near main stage (banner and display supports provided by Sponsor). Sponsor logo printed in all Festival print advertising including the Orlando Weekly, Orlando Sentinel, Orlando Leisure Magazine and .
- Your company's full color logo printed in the Lake Mary – Heathrow Festival of the Arts official program published by Orange Appeal Magazine – programs are inserted into 15,000 magazines and mailed to publication subscriber list, and 5,000 programs are distributed at the festival. (deadline: September 10, 2010)
- Ten VIP packages to include – Ten wrist-bands which allow each person admission into the VIP tent to enjoy lunch, beer, wine and non alcoholic beverages at the Festival both Saturday and Sunday from 11:30 AM until 2:30 PM.
- Five VIP parking passes for the closest reserved parking to the Festival, and directions to the site, parking and booth set up instructions.
- Your company's full color logo listed on the official Lake Mary – Heathrow Festival of the Arts official website.
- Minimum (8) stage announcements throughout the course of the weekend.
- Your company name listed in all official press releases.

INVESTMENT - \$10,000.00 Tax deductible donation

(Package subject to change, maintaining equal or greater value. This sponsorship is category exclusive)

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Sponsor Application

SPONSOR NAME: _____

PRODUCT: _____

CONTACT PERSON: _____

PHONE: _____ FAX: _____

EMAIL: _____

BILLING ADDRESS:

SPONSORSHIP LEVEL (please select sponsorship participation level):

- Supporting Sponsor - \$1,500
- Community Scholarship Award Sponsor - \$3,000
- Silver Sponsor - \$5,000
- Gold Sponsor - \$10,000

The undersigned agrees that the Art Festival reserves the right to cancel and rescind this agreement at any time without notice for any reason the festival deems appropriate, including by not limited to, the actions, conduct, representation or products of the sponsor that is not consistent with the policies and desires of the festival. Sponsor hereby waives and releases the festival from any claims it may have as a result of cancellation and rescission of the contract and further agrees to hold the Festival harmless against any claims for same.

Sponsor Signature Printed name & Title Date

Festival Representative Printed name & Title Date

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Payment:

**Pre-payment is required. Please make check payable to:

Lake Mary Heathrow Festival of the Arts

(Check must be received in full prior to the festival in order to set up sponsor booth)

Mail Check to:

On Tour Presents
c/o Lake Mary Heathrow Festival of the Arts
321 N. E. Ivanhoe Blvd.
Orlando, FL 32804

Rules:

- Set up is Friday 11/6 – all tents must be up by 4 PM. No tents may be erected on Saturday. Strike/tear down will take place after the art festival ends on Sunday. All tents and materials must be out of Oval Park on Sunday.
- You must park all vehicles in designated parking areas on Saturday and Sunday during the festival. You may only bring your vehicle near your tent for set up on Friday 11/5 or during strike/tear down on Sunday 11/7 after the festival has ended after 5pm. You must place your festival parking pass on the dash of your vehicle so it is visible from the front window by festival staff as you enter.
- No selling or giving away any food or beverage.
- No cooking of any kind.
- No face painting.
- No selling any artwork or jewelry or merchandise.
- No selling or giving away any helium balloons.
- You may not have any music playing, microphones, loud speakers, or bull horns.
- Power is not available.
- For the safety and health of our patrons NO PETS.

**NO EXCEPTIONS UNLESS OTHERWISE AGREED UPON BY THE LAKE MARY
HEATHROW FESTIVAL OF THE ARTS BOARD OF DIRECTORS IN WRITING**