

Edison Festival of Light

Sponsorship Opportunities

January 14, 2012- February 19, 2012

Downtown River District, Fort Myers, Florida

www.edisonfestival.org



Thomas Alva Edison built his winter home in Fort Myers in 1885, and spent 50 years with his family in the property that now hosts the world famous Edison and Ford Winter Estates. When he passed away in 1931, Edison had successfully received more than 1,000 patents for his inventions.

The Edison Festival of Light commemorates Edison and his numerous achievements. The celebration began as a three day event and evolved every year as Southwest Florida continued to grow. The now three-week celebration has become a rich tradition and a true classic American festival for the entire family, exposing visitors and residents to all the city has to offer. The event is supported by more than 600 community volunteers, loyal sponsors and the city of Fort Myers.

The total three-week celebration brings in an estimated attendance of 500,000 local, state, national and international guests with a purchasing power of \$58.8 million. The Edison Festival Grand Parade is the largest parade in the Southeast United States with an estimated 200,000 participants and attendees. The event is listed as a "Top 20 Event" by the Southeast Travel & Tourism Society, and was a finalist for Gulfshore Life's "Best." The Science and Inventors Fair that kicks-off the celebration has quickly become one of the Southeast's largest. Other top events include Crafts on the River, 5K race, Classic car show, Junior Run and Junior Parade.

Thank you in advance for your consideration of an Edison Festival of Light Sponsorship. The celebration is one of the most recognized Family events of Southwest Florida, and we hope to continue to keep this tradition alive for generation to come.


List of 2012 Edison Festival Events:

 **SATURDAY- JANUARY 14, 2012**
DAY OF DISCOVERY AND DISCOVERY VILLAGE
FLORIDA GULF COAST UNIVERSITY- Noon-4:30


The 53rd Annual Science and Inventors Fair showcases over 800 student finalists from elementary, middle and high schools in our surrounding four counties.

 **THURSDAY & FRIDAY- FEBRUARY 2 & 3, 2012**
STROLLING FLOWER SHOW
BELL TOWER SHOPS- TBD


Flower arrangements, created by the area's best flower designers are displayed in shop windows for strollers to enjoy.

 **SATURDAY-FEBRUARY 4, 2012**
ANTIQUE CAR SHOW
EDISON FORD WINTER ESTATES- 10 a.m.- 2 p.m.

Nearly 100 antique cars will be on exhibit from local car clubs and other classic car owners.

 **SUNDAY- FEBRUARY 5, 2012**
MUTT STRUTT
SAM GALLOWAY FORD DEALERSHIP- 2 p.m.


Dog lovers and families gather for a day of fun, food, vendors and a mutt strutt that is sure please.

 **TUESDAY- FEBRUARY 7, 2012**
MRS. EDISON'S HYMN SING
FIRST PRESBYTERIAN CHURCH- 1 p.m., 4 p.m., 7 p.m.


The 22nd annual sing-a-long showcases traditional, spiritual, gospel & patriotic music.

 **FRIDAY- FEBRUARY 10, 2012**
EDISON'S BIRTHDAY PARTY
EDISON FORD WINTER ESTATES- TBD


Celebrate Edison's Birthday Party with staff, distinguished guests and performances from the Edison era.

 **SUNDAY- FEBRUARY 12, 2012**
JUNIOR FUN RUN, JUNIOR PARADE & JUNIOR CORONATION
FORT MYERS RIVER DISTRICT
1 p.m., 2:30 p.m., 4:30 p.m.


The fun run is open to children grades five and below. The Junior Parade offers a smaller version of the Grand Parade with floats, wagons and dance troupes and ends with the crowning of the Junior King & Queen.

 **FRIDAY, SATURDAY & SUNDAY- FEBRUARY 17-19, 2012**
CRAFTS ON THE RIVER & VINTAGE MARKET
FORT MYERS RIVER DISTRICT
10 a.m. - 5 p.m.

Over 100 exhibitors display unique, handmade items at this special three-day event.

SATURDAY, FEBRUARY 18, 2012
 **PARADE PARTY, 5K RUN & GRAND PARADE**
FORT MYERS RIVER DISTRICT
Noon, 5:45 p.m., 7 p.m.

This extravaganza features marching bands, floats, government and law enforcement officials, an honorary Grand Marshal and more.

 **SUNDAY- FEBRUARY 19, 2012**
HOT CHILI-RODS CLASSIC CAR SHOW
FORT MYERS RIVER DISTRICT
11 a.m. - 3 p.m.

This show offers a glimpse of everything from turn of the century pickup trucks to famous American muscle cars.

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Leading Sponsor- \$30,000

Signature on Grand Parade

- Logo on televised airing of parade
- Category exclusivity
- Advertising
- Media
- Parade entry waiver
- Banner at all events
- Promotional opportunity
- Web site link
- 12 VIP Passes
- Souvenir Program ad

Signature on Junior Events

- Includes Junior Parade, Junior Run and Junior Coronation
- Category exclusivity
- Advertising
- Media
- Parade entry waiver
- Banner at all events
- Promotional opportunity
- Web site link
- 12 VIP Passes
- Souvenir Program ad

Innovating Sponsor- \$10,000

Edison 5-K Race

- Advertising
- Media
- Souvenir Program ad
- Logo on shirt and registration forms
- Signage at finish line
- Promotional opportunity
- Web site link
- 8 VIP Passes
- Banner at all events
- Logo on awards

Edison Fireworks Show

- Advertising
- Media
- Souvenir Program ad
- Promotional opportunity
- 8 VIP Passes
- Web site link
- Banner at all events
- Parade entry waiver

Grand Parade Section

- Section Banner
- Advertising
- Media
- Souvenir Program ad
- Promotional Opportunity
- 8 VIP Passes
- Web site link
- Event Banners
- Parade entry waiver

Illuminating Sponsor- \$5,000

- Souvenir Program ad
- Web site link
- Banner at an event

Grand Parade

- Mention by announcers
- Banners at camera location
- Parade entry waiver
- 6 VIP passes

Junior Parade Television Broadcast

- Mention by announcers
- Banners at camera location

Transportation

- Signage on golf carts at every event

Discovery Village

- Multiple banners
- Stage announcements
- Prime space at event

Volunteer Sponsor

- Logo on t-shirts
- Parade Party
- Stage Announcements
- Commemorative Event Program
- Double ad space in program

Power Sponsor- \$2,500

- Half page program Ad
- Web site link

Grand Parade

- 4 VIP passes
- Parade entry waiver
- Radio/Communications
- Banner at Grand Parade and Junior Parade

Junior Marshal Program

- Logo on shirt
- Presentation to Marshals
- Banner at Grand Parade

Honorary Grand Marshal

- Logo on Awards
- Mutt Strutt Stage
- Stage announcements
- Promotional opportunity

Shining Sponsor- \$1,500

- Quarter Page Program Ad

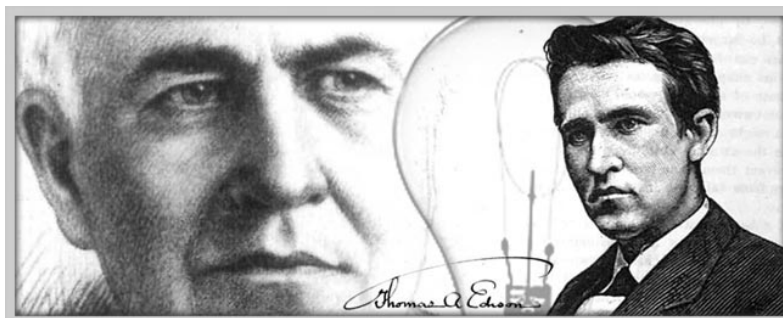
- Web Link
- 2 VIP passes

Grand Parade

- Banner at event
- Mutt Strutt
- Banner at event
- Stage announcements
- 10 x 10 booth space

Safety/Security

- Banners at all events



Other opportunities available! Contact info@edisonfestival.org or 239-334-2999 for more information

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Sponsorship Commitment Form

Company Name: _____

Street Address: _____

City, State, Zip: _____

Business Phone: _____ Fax: _____

Contact Name: _____ E-mail Address: _____

Choose Your Sponsorship Level: Commitment, payment and ad materials must be received by October 1, 2011

Leading Sponsor- \$30,000

Power Sponsor - \$2,500

Innovating Sponsor- \$10,000

Shining Sponsor- \$1,500

Illuminating Sponsor - \$5,000

Custom Event Sponsor - \$ _____

Description: _____

In-Kind Sponsor - \$ _____

Description: _____

By Participating in the Edison Festival of Light, your company agrees to pay the above sponsorship level dollar amount as outlined in the sponsorship package. In return, your company will receive the sponsorship package benefits specified in the particular level stated above.

Authorized Signature

Title

Date Signed

Authorized Name (Please Print)

Please make checks payable to:

The Edison Festival of Light Attn: Karen Ryan Post Office Box 339 Ft. Myers, FL 33902

Phone: 239-334-2999 Fax: 239-334-7418 Email: info@edisonfestival.org

IMPORTANT: To ensure proper advertising exposure benefits, we must receive a camera-ready copy of your company logo by October 1, 2011. If your benefit package includes display banners, banners should be provided no later than January 1, 2012.

Thank you for your support of the Edison Festival of Light.
All donations are appreciated.