

THE MARKET SHOPS **BLOODY** **MARY** FESTIVAL

Benefiting:



Dear Future Supporter,

We are proud to announce **The Market Shops 7th Annual Bloody Mary Festival!** This highly anticipated event will take place on **Saturday, October 22, 2022 from 11am – 2pm** throughout The Market Shops shopping center.

Guests will pay \$60 in advance, or \$75 at the door, per person for entry and will enjoy three hours of unlimited tastes of up to 25 of the Emerald Coast's most creative and innovative Bloody Marys, made and served by the finest restaurants and bars on the Emerald Coast. Voted Best Event on the Emerald Coast by the readers of Emerald Coast Magazine, and also fondly named as the biggest tailgate part of the year, guests will enjoy local food tastes, a commemorative signature cup, bubbly bar, live music, special shopping options from the merchants of The Market Shops, ONE vote for the People's Choice Award for the Best Bloody Mary in South Walton and so much more. This sold-out event welcomes over 1,000 guests who all must be 21+ in age.

Judging for first place Bloody Mary will be made by a panel of select food critics and local celebrities. Bloody Marys will be judged on most delicious and most creative. There will also be a highly coveted 1st, 2nd and 3rd place People's Choice Awards.

We are proud to announce proceeds from The Market Shops Bloody Mary Festival will benefit Habitat for Humanity—Walton County. Habitat for Humanity—Walton County partners with people in the community to help them build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. With your support, Habitat homeowners achieve the strength, stability and independence they need to build a better life for themselves and for their families.



Why Sponsor?

Festival proceeds benefit Habitat for Humanity—Walton County, an IRS 501 (c)(3) organization

The Market Shops Bloody Mary Festival is a world-class showcase offering unrivalled opportunities to engage with committed and informed food and beverage enthusiasts. Achieve your marketing goals by prominently promoting your brand at the festival. The festival delivers numerous tangible benefits including brand awareness, product sampling, consumer engagement and corporate or social hospitality.

The Market Shops Bloody Mary Festival team can create the ideal sponsorship package to meet your marketing needs.

- **Onsite Presence**

With hundreds of festival patrons, expose your brand to this high-end audience through a wide range of onsite sponsorship opportunities paired with digital marketing.

- **Print and Social Media**

With all of our print and social media in place, take advantage of this print and online platform to be directly associated with **The Market Shops Bloody Mary Festival**.

- **Key Benefits: Exposure**

Reach an unrivalled audience of local, regional and national travelers to the area with a keen interest in food, cocktails, socializing, shopping and more.

- **Networking Opportunity**

Increase your business relations and generate sales opportunities.

- **Brand Positioning**

Position your brand amidst this highly marketable and profitable demographic and event.



SPONSORSHIP OPPORTUNITIES:

Presenting Sponsor (Only One Available) \$5,000

- “The Market Shops Bloody Mary Festival brought to you by [name of sponsor]”
- Premium logo placement on all The Market Shops Bloody Mary Festival collateral
- Business name and logo included in press release announcing event
- Business name and logo included on all ads (Placing \$10,000 in advertising in feeder markets through Visit South Walton marketing grant)
- Business name and logo included on all digital outreach including social media – Facebook, Twitter and Instagram
- Branded 10x10 tent with ability to showcase your brand to the thousand in attendance
- Logo inclusion on all event day signage
- Ten (10) tickets to the event

Bloody Mary Cup Sponsor \$3,500

- Your logo printed on every 5oz. Bloody Mary cup
- Logo inclusion on select event day signage, e-blasts, press releases and print ads for the festival
- Six (6) tickets to the event

Bubbly Bar Sponsor \$3,000

- Premier logo branding on signage denoting your company as sponsor of the Bubbly Bar
- Logo inclusion on select event day signage, e-blasts, press releases and print ads for the festival
- Opportunity for your business to pour and decorate Bubbly Bar area
- Five (5) tickets to the event

Epic Photo Co. Photo Booth Sponsor \$2,500

- Your logo on all Epic Photo Co. Photo Booth printed photos and digital copies which patrons post to their social media pages
- Logo inclusion on select event day signage, e-blasts, press releases and print ads for the festival
- Four (4) tickets to the event

Live Music/Stage Sponsor

\$2,500

- Your logo front and center on the main stage banner, where the featured band will play during the festival
- Logo inclusion on select event day signage, e-blasts, press releases and print ads
- Special mention from stage throughout the festival and during the awards ceremony
- Four (4) tickets to the event

Signage Sponsor

\$2,000

- Your company logo included as signage sponsor on all event signage throughout the venue
- Your company logo included on all event day signage, e-blasts, press releases and print ads for the festival
- Three (3) tickets to the event

Hydration Station Sponsor

\$2,000

- Branded water bottles to hand out to participants
- Branded 10x10 tent with ability to showcase your brand to the hundreds in attendance
- Logo branding on select event day signage, e-blasts, press releases and print ads
- Three (3) tickets to the event

Décor Sponsor

\$1,000

- Your business logo included on select balloon décor throughout the festival (*Locations included but are not limited to Entrance, Stage, Bubbly Bar, etc.*)
- Logo branding on select event day signage, e-blasts, social media mentions, press releases and print ads
- Two (2) tickets to the event

DJ Sponsor

\$1,000

- Your logo front and center on the DJ Booth banner
- Logo branding on select event day signage, e-blasts, social media mentions, press releases and print ads
- Two (2) tickets to the event

Koozie Sponsor

\$1,000

- Your business logo included on all koozies/beer cups served during the event
- Logo branding on select event day signage, e-blasts, social media mentions, press releases and print ads
- Two (2) tickets to the event

Frisbee Sponsor

\$1,500

- Your company logo included on frisbees that will be handed out to everyone in attendance (*Used as a prize to hold at the different Bloody Mary's, attendees LOVE them!*)
- Logo branding on select event day signage, e-blasts, press releases and print ads
- Two (2) tickets to the event

Shuttle Sponsor

\$1,000

- The opportunity to stomp the running shuttle with company branded marketing material
- Logo branding on select event day signage, e-blasts, press releases and print ads
- Two (2) tickets to the event

Wristband Sponsor

\$1,000

- Your business logo printed on all event wristbands, worn by all guests
- Logo branding on select event day signage, e-blasts, social media mentions, press releases and print ads
- Two (2) tickets to the event

SEC Football Sponsor

\$1,000

- The opportunity to use your own branded 10x10 tent and deck out the area with your company's swag and branded items
- Logo branding on select event day signage, e-blasts, social media mentions, press releases and print ads
- Two (2) tickets to the event

Lanyard Sponsor

\$500

- Your business logo, contact info, website, etc. printed on all lanyards, worn exclusively by VIP attendees, media, and judges
- Logo branding on select event day signage, e-blasts, social media mentions, press releases and print ads



SPONSORSHIP AGREEMENT

Sponsorship Level:

Name as you would like it to appear for recognition purposes:

Contact Name: _____

Business Address: _____

City: _____ **State:** _____ **Zip:** _____

Primary Contact Phone #: _____

Email: _____

Website: _____

Check enclosed for \$ _____ payable to Habitat for Humanity—Walton County
OR

Please Circle: Visa / Mastercard / Discover

CC#: _____ **CCV#:** _____ **Exp:** _____

Signature _____ **Date:** _____

Address: _____ **State:** _____ **Zip:** _____

Please complete and return this form with your payment via mail to:

**Proffitt PR
PO Box 2195
Santa Rosa Beach, FL 32459
(850) 460-7777**