

**Florida Wildflower & Garden Festival**  
**100 N. Woodland Blvd. Suite 4**  
**DeLand, FL 32720**  
**386-738-0649**  
**[www.floridawildflowerfestival.com](http://www.floridawildflowerfestival.com)**

We are proud to announce sponsorship opportunities for the 6th annual Florida Wildflower & Garden Festival, recipient of the Florida Secretary of State's Award for Outstanding Special Event. The event will be held on March 24, 2012 on West Indiana Ave. in beautiful downtown DeLand, FL. The event is free and open to the public. The event is organized by the MainStreet DeLand Association, a 501(c)(3) non profit corporation, in cooperation with the Florida Wildflower Foundation, University of Florida IFAS, the Garden Club of DeLand, River of Lakes Heritage Corridor Scenic Highway and the Museum of Florida Art.

A chief goal of the festival is to promote education and awareness, and encourage environmentally-friendly and sustainable gardening practices while keeping a fun atmosphere. The 2011 event drew a crowd of over 9,000 and featured speakers, demonstrations and over 60 wildflower and general gardening vendors.

We look forward to an even bigger and better event this year. Four different investment opportunities are available:

- **\$2,500 Platinum (Coreopsis) Level** – Your logo will be featured as a signature sponsor on our pre-event banner seen by 25,000 cars a day. Also includes a 20'x24' space to showcase a vehicle or display of your choosing. Additionally, you may provide a banner with your company logo to be displayed in a prominent location at the event; your company logo will be tagged on the event print advertising, TV commercial, website, event program and a featured space on the event day signage. Stage announcements throughout the day!
- **\$1,000 Gold (Blanketflower) Level** – Includes a 20'x24' space, your company logo tagged on the event print advertising, website, program and event day signage. Stage announcements throughout the day!
- **\$500 Silver (Black-eyed Susan) Level** – Includes a 10'x12' space, your company logo tagged on the event website, program and event day signage. Stage announcements throughout the day!
- **\$250 Pewter (Phlox) Level** - Includes a 10'x12' space, your company logo tagged on event day signage. Stage announcements throughout the day!

Originally having a Volusia County focus, the festival is gradually expanding into a statewide celebration and a forum to encourage "green" gardening practices. Don't miss this opportunity to gain valuable exposure for your business at this award-winning event.

# 2011 Festival Crowd Survey Demographics

(Percentages are rounded to nearest whole number)

**Age**

0-12	0%
13-17	0%
18-22	0%
23-35	4%
36-55	27%
56-75	64%
75+	5%

**Household Income**

0-25,000	12%
26,000-50,000	19%
51,000-75,000	37%
76,000-100,000	19%
100,000-150,000	8%
151,000-250,000	6%
251,000+	0%

**Education Level**

Some high school or less	0%
High school graduate	4%
Trade or Technical Training	4%
Some college	21%
Undergraduate Degree	46%
Postgraduate Degree	26%

**Rate how satisfied you are with this event.**

Very Satisfied	82%
Somewhat Satisfied	18%
Somewhat Dissatisfied	0%
Very Dissatisfied	0%

**Gender**

Male	28%
Female	72%

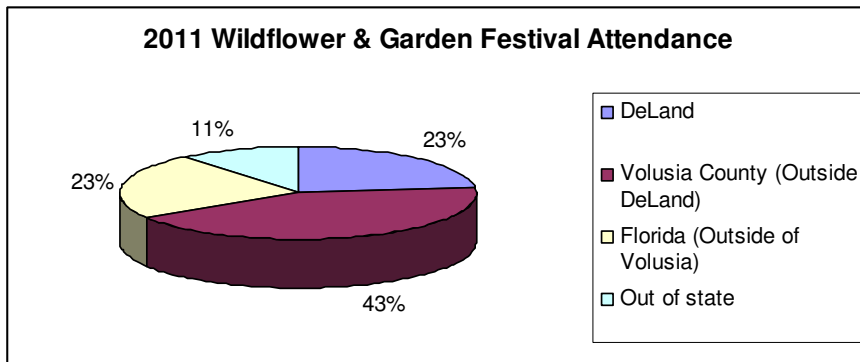
**Have you increased your knowledge of landscaping practices at this event?**

Yes	96%
No	4%

**Will you share this knowledge with your friends?**

Yes	98%
No	2%

**Home (Based on Zip Code)**



# 2012 Florida Wildflower & Garden Festival Sponsor Agreement

Event: *Florida Wildflower & Garden Festival*

Date: *March 24, 2012 - 9:00 am to 3:00 pm*

Contact Name: \_\_\_\_\_

Doing Business As: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

## Sponsorship Level:

- \$2,500 Platinum (Coreopsis) Level
- \$1,000 Gold (Blanketflower) Level
- \$500 Silver (Black-eyed Susan) Level
- \$250 Pewter (Phlox) Level

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Payment may be made by *check payable to MainStreet DeLand Association* or credit card.

Credit Card: Visa/MC, # \_\_\_\_\_ Expiration date \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Address on Credit card, including zip, if different than above:

\_\_\_\_\_

\_\_\_\_\_

**MainStreet DeLand Association**  
100 N. Woodland Blvd. Suite 4  
DeLand, FL 32720  
Tel. 386.738.0649  
naomi@mainstreetdeland.org  
www.mainstreetdeland.org