

# Old Florida Celebration of the Arts

April 24<sup>th</sup> & 25<sup>th</sup> 2010 • 10 am-5 pm Sat & Sun  
Downtown on Historic 2<sup>nd</sup> Street  
Cedar Key, Florida

Jan 1<sup>st</sup>, 2010

To: All Community Business Leaders

Dear Sir/Madam,

On April 24 and 25, 2010, Cedar Key will be hosting its 46<sup>th</sup> annual Old Florida Celebration of the Arts (OFCA). This year the OFCA is excited about a new **TV advertising** opportunity brought to us by WCJB Channel 20 out of Gainesville and WOGX Fox TV out of Ocala. The Cedar Key event will be promoted through two commercials that will air for two weeks prior to the event on WCJB and one week before on Fox TV. A post-event commercial thanking all sponsors who donate \$250 or more will also air for one week. ***This is a total of 145 television commercials encouraging all of Central Florida to visit Cedar Key!***

There are three sponsorship levels described on the enclosed form which details the advertising and marketing exposure available at each level. Only one **Title Sponsorship** is available for this event and will receive top commercial recognition. Three **Presenting Sponsorships** are offered which will also be included on all commercials. All **Supporting Sponsors** of \$250 or more will be in the 7 day post-event thank you commercial.

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Due to deadlines, to take part in this opportunity we need your sponsorship commitment as soon as possible. Please complete the enclosed sponsorship form and return it to us with your tax-deductible donation or guaranteed pledge due by February 1<sup>st</sup>, 2010.

***Don't miss this unique TV advertising opportunity and help us make the 2010 Spring Festival the best ever.***

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We understand that TV advertising sponsorship may not be appropriate for your business and/or this level of support is too expensive. If this is the case, please consider a smaller tax deductible gift. All donors will be recognized in our official program guide. Other opportunities to support the OFCA through purchase awards will be made available as the event gets closer.

If you have any questions concerning this opportunity to market your business, give back to your community and help us assure that the spring arts festival continues, you can reach the event coordinator, Mandy Cassiano, at the (352) 543-5400 or via email at [cedarkeyarts@bellsouth.net](mailto:cedarkeyarts@bellsouth.net).

Thank You for Your Support  
Committee for the Old Florida Celebration of the Arts

# OFCA – Sponsorship Form



## TITLE SPONSOR (ONLY 1 AVAILABLE) - \$2,000

- Top Title Sponsor - business name will be featured on both WCJB & Fox ads
- Your business's exclusive name on official festival T-Shirt
- Your company name on Official Festival Banner to be hung downtown.
- 10 x 10 promotional area on 2<sup>nd</sup> Street for use during festival event (no sales)
- Prominent recognition in festival program guide, website, & promotions
- Your business information & website link on [www.cedarkeyartsfestival.com](http://www.cedarkeyartsfestival.com)
- Invitation to Saturday night Artists' Reception
- Public thank you to your company on Fox TV & in local newspapers
- 3 complimentary T-shirts
- Thank you gift



## PRESENTING SPONSORS (3 AVAILABLE) \$ 500 EACH

- Business name on both WCJB & Fox ads
- Recognition in festival program guide & website
- Your business showcased at festival's information booth
- Your business information & website link on [www.cedarkeyartsfestival.com](http://www.cedarkeyartsfestival.com)
- Invitation to Saturday night Artists' Reception
- Public thank you to your company on Fox TV (one week ad) & in local newspapers
- Complimentary T-shirt
- Thank you gift



## SUPPORTING SPONSOR (10 AVAILABLE) \$ 250 EACH

- Recognition in festival program guide & website
- Your business information & website link on [www.cedarkeyartsfestival.com](http://www.cedarkeyartsfestival.com)
- Invitation to Saturday night Artists' Reception
- Public thank you to your company on Fox TV (one week ad) & in local newspapers
- Thank you gift

**TAX DEDUCTIBLE GIFT** (please circle amount) All donors will be recognized in festival guide.

I would like to support the festival in the amount of \$150 \$100 \$75 \$50 \$25 other\_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE # \_\_\_\_\_ CELL #: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Please mail this page with your charitable check or pledge to: OFCA - PO Box 298, Cedar Key, FL 32625