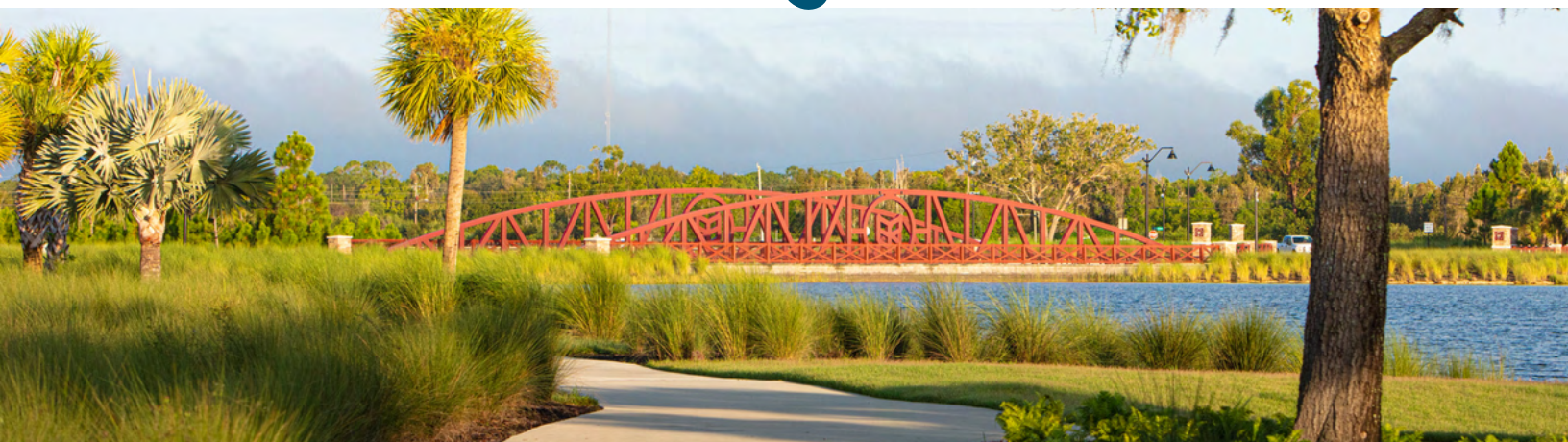


# Babcock Ranch *Community Event* SPONSORSHIP PROGRAM





# What is Event Sponsorship?

Babcock Ranch prides itself on hosting fun and engaging events for our residents and the surrounding area. We love having opportunities for our community to come out and spend some time with their neighbors, and it is always more fun if it is free for them to attend!

In order to continue to provide low or no-cost events, we love to partner up with businesses and groups who will benefit by getting their name out there to hundreds of potential clients. By sponsoring an event, you will be sure to get the attention of our guests. Our sponsors are advertised through a variety of outlets, including social media, community news, banners, and more. Additionally, we offer the flexibility to tailor sponsorship packages to align seamlessly with your business objectives.

There are multiple types of ways you can be a partner, from monetary endorsements to product or service donations. If you are a non-profit, ask us how we can partner with you to support your cause at our next event!

## BY THE NUMBERS



**2,100 Facebook  
Follows**



**4500 Email Subscribers  
77% Open Rate**



**13.1 % Population Growth  
in the next five years**

- **37 % of homebuyers are 55 or younger**
- **Families with children living at home make up about 50% of the total population**
- **Nearly 80% report an annual household income of about \$100k**



42911 Lake Babcock Drive  
Babcock Ranch, FL 33982



(239) 478-9470



events@ccmcnet.com

# General Event Sponsorship

## Premier Sponsor

One Business Only - \$2500-\$5000

- "Sponsored By" naming right to the event
- Logo prominently displayed on the event graphic.
- Your sponsorship includes a two-week advertisement in the Weekly Community Bulletin. This ad will prominently feature your logo alongside a tailored message of 3-4 sentences promoting your chosen initiatives or message.
- Dedicated social media post recognizing your support. This post will highlight your logo or ad and your specific initiatives or message.
- 10x10 booth space.
- (5) Tickets to the event (if applicable)
- Acknowledgment of Premier Sponsor by MC throughout the event (if applicable)

## Signature Sponsor

Up to Three Businesses - \$1000 - \$2500

- Logo displayed on event graphic.
- Your sponsorship includes a one-week advertisement in the Weekly Community Bulletin. This ad will prominently feature your logo alongside a tailored message of 3-4 sentences promoting your chosen initiatives or message.
- Acknowledgement on our social media platforms in the form of a text link. This text link will direct viewers back to your social media page.
- 10x10 Booth Space
- (2) tickets to the event (if applicable)

## Supporter Sponsor

Unlimited- \$250 - \$750

- Logo on event graphic
- Acknowledgement on our social media platforms and community bulletin in the form of a text link. This text link will direct viewers back to your social media and website.
- 10x10 booth space at event.

*Price range is based on the event. We would be pleased to discuss your goals and ideas, including in-kind sponsorships, to create a sponsorship package to fit your specific needs.*

In-person event partners are asked to provide a way to engage with attendees in the form of entertainment, a game, etc., and to provide party favors (small branded items, swag) for attendees. **Tables and electricity are not provided for events unless specifically stated.**

## 2024 Event Sponsorship Opportunities

| Tentative Date            | Event                      |
|---------------------------|----------------------------|
| January 13th              | Babcock Ranch Gala         |
| January 27th              | Ben Allen Band             |
| March 30th                | Easter Extravaganza        |
| June 8th                  | Summer Bash                |
| July 4th                  | Star Spangled Splash Bash  |
| August 31                 | Labor Day Weekend Tailgate |
| September 14th            | Caribbean Night            |
| October 12th              | Founder's Day              |
| October 24th              | Barktoberfest              |
| October 26th              | Trunk or Treat             |
| Holiday Light Sponsorship | December                   |
| Holiday Extravaganza      | December 14th              |

Please contact [mgrant@ccmcnet.com](mailto:mgrant@ccmcnet.com) for exact sponsorship pricing for these events.

# General Event Sponsorship

## Food Truck Friday & New Resident Orientation

\$150 per event

### ***Food Truck Friday***

Join us every Friday for Food Truck Friday in Founder's Square, where we regularly draw a crowd of over 500 people. It's an excellent opportunity to showcase and promote your business. Booth space for the night is available at \$150. Sponsors are responsible for bringing their own tables. Please be aware that exclusivity is maintained with a maximum of four sponsors, allowing only one per industry. It's important to note that no additional advertising will be provided, and sponsorship includes designated booth space only.

### ***New Resident Orientation***

We host New Resident Orientations at the Field House every other month on Wednesday nights from 6-7 pm. This presents a fantastic opportunity to connect with new residents. The booth space for this event is available at \$150, with exclusivity granted to one sponsor per industry. Please be aware that no additional advertising will be offered; sponsorship includes designated table space only.

***New resident dates for 2024 are February 28th, April 24th, June 26th, August 28th, October 23rd, and December 18th.***

## New Resident Welcome Bags

\$1200 Annually or \$300 for a three-month campaign

- Businesses can purchase a minimum of a three-month advertising campaign in the New Welcome Bags.
- Businesses can include a flyer, coupon, brochure, or promotional item adorned with their logo. To ensure a seamless fit within the collection, all items require approval before being included in the bag.
- Only one business per industry and it is based on its primary focus.
- New Welcome Bag: \$1200 - Annually (preferred) or \$300 for a three-month campaign.

## Fine Print

All advertisers will be subjected to approval. If Babcock Ranch Residential Association chooses that the advertiser is not in the community's best interest, they reserve the right to not approve the advertiser.

Pricing tiers can grow and are subject to change at BRRA's discretion. If the rates for the other advertisers change during the term of an advertising contract, this will not affect the rates charged to the Advertiser through the end of the contract term.



# 5k Sponsorships

We proudly organize a series of 5K runs and walks throughout the year. These events are popular among our residents and draw participants across the region. Join us to boost your brand's presence within Babcock Ranch and elevate your company's market appeal.



## Gold Sponsor

**Two Businesses Only - \$750**

- Logo prominently displayed on the event graphic and race shirt
- Your sponsorship includes a one-week advertisement in the Weekly Community Bulletin. This ad will prominently feature your logo alongside a tailored message of 3-4 sentences promoting your chosen initiatives or message
- 10x10 booth space and signage at the race starting line
- (5) Race entries, race shirts, and race bib (unless 5k is a charity run)
- Acknowledgment of Gold Sponsor by MC throughout the run(if applicable)

## Silver Sponsor

**Four Businesses Only - \$500**

- Logo displayed on the event graphic and race shirt
- Acknowledgment on our social media platforms in the form of a text link. This text link will direct viewers back to your social media page.
- 10x10 booth space and signage at the race starting line
- (3) Race Entries, race shirts, and race bibs (unless 5k is a charity run)
- Acknowledgment of Silver Sponsor by MC at the run. (If applicable)

## Bronze Sponsor

**Unlimited - \$250**

- Logo displayed on the event graphic and race shirt
- Acknowledgment on our social media platforms in the form of a text link. This text link will direct viewers back to your social media page.
- 10x10 booth space and signage at the race starting line
- (1) Race Entries, race shirt, and race bibs (unless 5k is a charity run)

# 5k Sponsorships

## 2024 5k Sponsorship Opportunities

| Tentative Date | Race                         |
|----------------|------------------------------|
| March 2nd      | Glow Race (Charity)          |
| April 20th     | Run for the Planet 5k        |
| July 4th       | 4th of July 5k               |
| September 7th  | Color Run (Charity)          |
| October 5th    | Breast Cancer Walk (Charity) |
| November 30th  | Thanks For Giving 5k         |
| December 21st  | Jingle Ball 5k               |

We would be pleased to discuss your goals and ideas, including In-kind sponsorships, to create a sponsorship package to fit your specific needs.

***Note: Sponsors are responsible for bringing their own booth, tent, table, to the event. Electricity will not be provided. Wi-Fi is available.***

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*Get in Touch*

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Once you have decided what opportunity would work best for your marketing goals, please fill out the attached form. A member from our team will confirm your participation, send an invoice, and work with you as we finalize the logistics of the event. If you have any questions, please reach out to Tori at [mgrant@ccmcnet.com](mailto:mgrant@ccmcnet.com).

Babcock Ranch  
*Community Event*  
SPONSORSHIP PROGRAM  
**SUBMISSION FORM**

Please complete the below information, letting us know which event you would like to sponsor. Our team will review and send you an invoice for the total due.

BUSINESS NAME:

CONTACT PERSON:

*First*

*Last*

EMAIL/PHONE:

*Email*

*Phone*

BUSINESS ADDRESS:

| Name of Event Interested | Date | Price |
|--------------------------|------|-------|
|                          |      |       |
|                          |      |       |
|                          |      |       |
|                          |      |       |
|                          |      |       |

SIGNATURE:

PRINT NAME:

DATE:



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