



PRESENTED BY  
ROTARY CLUB OF FORT LAUDERDALE

SATURDAY  
APRIL 11, 2020  
11:00 AM-7:00 PM

ESPLANADE  
PARK  
DOWNTOWN  
FORT LAUDERDALE

2020 SPONSORSHIP  
OPPORTUNITIES



Dear Potential Sponsor of the 2020 Fort Lauderdale Pirate Festival,  
 The Rotary Club works with the Florida Renaissance Festival, Winterfest, the Museum of Discovery and Science, Riverwalk Fort Lauderdale, iHeart Media, and the City of Fort Lauderdale to produce what is becoming a family favorite event in the community. Approximately 10,000 people came to the 2019 Pirate Fest in ESPLANADE PARK IN DOWNTOWN FORT LAUDERDALE. The 2020 Pirate Festival will be held on Saturday, April 11th, between 11:00 am to 7 pm. As a sponsor, you will receive great corporate exposure and your support shows you care about the community and for doing good things in the community and throughout the world. Together we are able to accomplish much more than we could individually. More information about the projects and programs of the Rotary Club of Fort Lauderdale Florida are on the back of this brochure.

In addition to the promotional items described below, the name of the first Admiral Sponsor of this event will be named in the PSA announcements on 4 iHeart Media south Florida radio stations: Big 105.9, Y100, 93.9 Mia, and 103.5 The Beat, for the 7 weeks prior to the Festival. These stations have a combined weekly reach of almost 3,000,000 listeners. The Pirate Festival is also promoted on over 25 online community calendars and over 25 websites promoting events in Fort Lauderdale. In addition, we distribute over 25,000 save the date cards at community events such as the Florida Renaissance Festival and to spectators at the St. Patrick's Day Parade in downtown Fort Lauderdale. The Pirate Festival will be heavily promoted on social media including Facebook, Instagram, Twitter, and Snapchat. As a sponsor you may want to include a promotional keepsake item in the Treasure Bags that will be presented to children who make all the required stops on the Treasure Hunt Map.

Activities of the day include but are not limited to:

- ◆ Multiple live bands
- ◆ Costume Contests
- ◆ Pirate Boat Flotilla and best Pirate Themed Boat Contest
- ◆ Beer Garden and various food options
- ◆ Children's zone with Treasure Hunt, rides, games, and more
- ◆ A Pirate Encampment
- ◆ Arts and Craft Vendors

We look forward to working with your organization while we help Fort Lauderdale residents and guests have a fantastic day, while at the same time raising funds to do good in the community and the world.

Yours in Rotary Service,

Pat McNamara  
 President - Fort Lauderdale Rotary Club

Kat Martin, Bobby Rodriguez, David Kramer  
 Co-chairs of the Fort Lauderdale Pirate Festival

# ADMIRALS

*Sponsorship Level*  
**\$10,000**

## Everything in Captains, plus the following:

- ☠ Corp logo prominent on banners
- ☠ Main name on all social media campaigns and print advertising
- ☠ 1 additional exhibitor booth space in a prominent location selected by the co-chairs of the Pirate Fest
- ☠ On stage recognition during the Pirate Fest
- ☠ Corp mentioned an additional 5 times during the event by the event M.C. or Rotary Club leadership
- ☠ 3 additional invitations to the recognition luncheon
- ☠ 5 additional yard signs for your corp
- ☠ Banner ad on Pirate Fest website with link to your website
- ☠ 1 year membership for one person in the Fort Lauderdale Rotary Club - lunch included
- ☠ 1 year college scholarship in the name of the sponsor presented to a deserving student selected by the club's scholarship committee
- ☠ 5 tickets to the annual scholarship luncheon and the opportunity to present the scholarship at the luncheon
- ☠ Right of first refusal to sponsor 2021 Pirate Fest



# CAPTAINS

*Sponsorship Level*

**\$5,000**

**Everything for Quartermasters, plus the following:**

- ✘ Full media package including our ad in Go Riverwalk Magazine
- ✘ Corp mentioned at least 3 additional times during the event by the event M.C.
- ✘ 2 invitations to the recognition luncheon
- ✘ First right of refusal for the 2021 Pirate Fest
- ✘ 3 additional yard signs for your corp

# QUARTERMASTERS

*Sponsorship Level*

**\$2,500**

**Everything for First Mates, plus the following:**

- ✘ Corp mentioned at least 3 additional times during the event by the event M.C.
- ✘ Corp logo on 2 additional banners
- ✘ One exclusive Email blast highlighting your company
- ✘ Corp logo on Treasure Hunt map
- ✘ Your booth will be included as a required stop on the Treasure Hunt map given to the children
- ✘ 1 exhibitor booth space in a prominent location selected by the co-chairs of the Pirate Fest
- ✘ 2 yard signs for your corp

# FIRST MATES

*Sponsorship Level*

**\$1,000**

- ✘ Corp logo on all collateral materials
- ✘ Corp logo on lunch meeting slideshow for the club meetings
- ✘ Corp logo on Rotary Club and Pirate Fest websites with website link
- ✘ Press release recognition
- ✘ Corp logo on all social media campaigns
- ✘ Corp logo on one banner
- ✘ Corp mentioned at least 2 times by the event M.C.
- ✘ Corp logo in Email blast from Rotary Club of Fort Lauderdale and Ren Fest to a combined database of 37,000

**For additional sponsorship information  
visit [www.ftlpiratefest.com/sponsorship](http://www.ftlpiratefest.com/sponsorship)  
or scan the QR code.**



ABOUT  
THE

# FORT LAUDERDALE ROTARY CLUB

*Service Above Self!*

Our motto is **Service Above Self**. We are proud to be the oldest service organization in Fort Lauderdale and the second oldest Rotary Club in the South Florida/Bahamas District (Key West is the oldest).

Business and Community leaders came together in 1922 to form the Downtown Fort Lauderdale Rotary Club to help the growing Fort Lauderdale community and we continue to advance their vision to this day. We serve the community in many ways including:

- Working to end Polio in the world.
- Awarded over \$2,400,000 in college and vo tech scholarships to deserving local students.
- Hurricane relief supplies to impacted areas.
- Providing volunteers and funding for community based service projects.
- Providing hundreds of toys during the holidays to children in hospitals and health care facilities.
- Partner with Turkeys Take Flight to buy and deliver Thanksgiving meals to over 300 needy families of migrant farm workers at Immokalee, FL.
- Partner with First Presbyterian Church to buy and distribute Thanksgiving meals to 750 needy families in Ft. Lauderdale.
- Partner with Challenge Air to provide the gift of a private plane ride for children and youth with special needs.
- Funding for the construction and operation of water wells, sanitation, and water filtration in rural, underprivileged schools in Africa.
- Support for Fort Lauderdale Reads- a children's literacy program.
- Support for Little Free Libraries in Fort Lauderdale.

Visit [www.rotaryfortlauderdale.org](http://www.rotaryfortlauderdale.org) for more details.

TO RESERVE YOUR SPONSORSHIP, PROVIDE YOUR INFORMATION BELOW  
OR GO TO OUR WEBSITE [www.ftlpiratefest.com/contactus](http://www.ftlpiratefest.com/contactus)

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First Name

Last Name

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Company Name

Sponsorship Level

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Email Address

Phone Number

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Signature

Date

**For more information or to reserve your sponsorship please contact:**

**Rotary Club**

**[rotaryftlaud@gmail.com](mailto:rotaryftlaud@gmail.com) • 954-424-0731**