



July 4th FIREWORKS SPONSORSHIP

Dear Potential Sponsor,

The Tampa Attractions Association is a non-profit organization with the mission of making Tampa an event destination for locals and visitors to support and ensure the vitality of this city for generations both present and future. With this being said, we would like to proudly extend an invitation to you to become a valued sponsor of our 2010 Annual 4th of July Fireworks Celebration.

The fireworks are launched from a barge in the Garrison Channel, adjacent to Channelside Bay Plaza and The Florida Aquarium and can be seen throughout the City! Over the past nine years we've been able to create awareness of Tampa's wonderful waterfront and attractions by bringing an estimated 30,000 in attendance each year to what has become the largest fireworks display in the area!

This year, with the excitement of Sail Tampa on July 10th - 14th, we envision our annual 4th of July event will officially kick off the excitement of the Tall Ships arrival and the four proceeding firework displays that will celebrate the international maritime festival!

Thank you so much for your time and consideration. We certainly look forward to working with you and creating a mutually beneficial relationship

For additional information on anything in this packet or to discuss sponsorship further, please contact the Tampa Attractions Association at the information below.

Sincerely,

Jennifer Lareau
Executive Director
Tampa Attractions Association

Troy Manthey
President
Tampa Attractions Association

MISSION STATEMENT

To market, promote, advance and otherwise create awareness of Tampa's area attractions as a means of enhancing the Tampa area as a choice destination for tourism, recreation, and leisure thereby benefiting Tampa area hotels, restaurants and other related businesses. The corporation will have an annual marketing plan and budget, along with an annual event plan to promote seasonal event.



EVENT SUMMARY

SUNDAY, JULY 4th SCHEDULE

- **Entertainment**
Live music, dancing, and kids activities
- **Tampa Bay Water Ski Show**
Fun, water filled excitement as these skiers show off tricks, jumps, and pyramids
- **Dragon Boat Races**
A holiday Mini Regatta for the Tampa Bay Dragon Boat Institute
- **9:00pm FIREWORKS!**
Twenty minutes of fireworks dramatically choreographed to music

FIREWORK VIEWING LOCATIONS

Channelside Bay Plaza
The Florida Aquarium
Yacht StarShip
SS American Victory Ship
Contanchobee Park
Tampa Bay History Center
Marriott Waterside Hotel
Harbour Island
St. Pete Times Forum
Bayshore Boulevard



ADDITIONAL ACTIVITIES

Dining, bowling, and parties at Channelside
Concerts on the waterfront (Family Entertainment)
Explore a shore at The Florida Aquarium
Free admission to the Tampa Bay History Center
The American Victory, Mariners' Memorial and Museum Ship
Boat anchorage at Cotanchobee Park

It is also important to note that TAA events are always **FREE to the general public.*



MARKETING PLAN

NEWSPAPER

- Advertisements in several media publications (TBD)
- Feature listing in “To Do” holiday and weekend editions

INTERNET

- Featured listing with Title Sponsor advertising on front page of www.FunInTampaBay.com
- Banner impressions on media sponsor websites
- Inclusion in all major newspaper, radio, and television community calendars
- Featured listing in all TAA and partner promotional email blasts
- Social Media event and Title Sponsor promotion throughout Twitter and Facebook

RADIO

- Weekly radio advertising from June 21st – July 4th (station TBD based on entertainment)
- Live remotes from Channelside on July 4th

TELEVISION

- Public Service Announcements promoting the event and Title Sponsor June 21st through July 4th

COLLATERAL

Brochures

- Cover inclusion and featured listing on 50,000 TAA Brochures, distributed throughout Hillsborough and Pinellas counties, in Florida Welcome Centers on major Interstates, in Tampa Visitor Centers, and member locations.
- Featured listing of events printed in 500,000 “In-Town Guide & Maps”

OTHER AND PARTNERS

- All members participating will include the 4th of July Fireworks in their normal summer advertising schedule.
(Yacht Starship, Florida Aquarium, Channelside Bay Plaza, Tampa Bay History Center, Friends of the Riverwalk, Marriott Waterside, HART, Teco Line Streetcar, etc.)



SPONSORSHIP PACKAGE

Title Sponsor: \$15,000



AOL Former Title Sponsor – 4th of July Fireworks

- Sponsor will receive exclusive title placement in all firework marketing *including name on barge.*
- Sponsor name will receive prime position in the title of all events.
- Sponsor name and logo will be incorporated into all event logos and event names.
- Sponsor will receive a media value estimated at \$200,000 through newspaper, radio, television, Internet, and print advertising in Title placement position.
- Sponsor will have the opportunity to sample or demo products and services in prime location during event.
- Sponsor will have the option to work with individual members of the association to market events and goods.
- Sponsor will receive three 30 second public service announcements over the P.A. system per event.
- Sponsor will receive display and signage opportunities.
- Sponsor and guests will receive VIP seating at the wharf for the firework event.



Presenting Sponsor: \$5,000

- Sponsor will receive supporting logo placement for the event alongside all other secondary sponsors in firework advertising.
- Sponsor will receive an estimated \$66,7000 in advertising through newspaper, radio, and internet in supporting sponsor position.
- Sponsor will have the opportunity to sample or demo products and services in prime location at all events.
- Sponsor will receive one 30 second public service announcement over the P.A. system per event.
- Sponsor will receive display and signage opportunities.

Patron Sponsor: \$1,000

- Sponsor will receive an estimated \$12,500 in advertising through newspaper, television, radio, and internet in supporting placement position.
- Sponsor will have the opportunity to sample or demo products and services in prime location at all events.
- Sponsor will receive one 30 second public service announcement over the P.A. system per event.
- Sponsor will receive display and signage opportunities.