



P.O. Box 3276

Tampa, FL 33601-3276

NEW YEAR'S EVE FIREWORKS SPONSORSHIP

October 2009

Dear Potential Sponsor,

The Downtown Attractions Association is a non-profit organization who's sole purpose is making downtown Tampa an event destination for locals and visitors alike. We are charged with the one goal of supporting and ensuring 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 2009 Annual Downtown New Year's Eve Fireworks.

The fireworks will be launched from a barge in the channel adjacent to Channelside Bay Plaza and The Florida Aquarium and will start at 12:00 AM on January 1st. The Fireworks Celebration is designed to create awareness of Tampa's wonderful waterfront and downtown attractions. With sponsorship packages for every partnership and budgetary level, the DTAA looks forward to working with you and creating a mutually beneficial relationship between you and the City of Tampa.

Thank you so much for your time and consideration. For additional information on anything in this packet or to discuss sponsorship opportunities, please contact the Downtown Tampa Attractions Association at the information below.

Sincerely,

Jennifer Lareau
Executive Director
**Downtown Tampa
Attractions Association**

Troy Manthey
President
**Downtown Tampa
Attractions Association**

MISSION STATEMENT

The Downtown Tampa Attractions Association is a non-profit association whose mission is to market, promote, advance and otherwise create awareness of Tampa's downtown 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.



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EXECUTIVE SUMMARY

Past experience has proven that firework displays are extremely successful and we expect that this year will be bigger and better than ever. In prior years, over 30,000 people have attended the New Year's Eve Fireworks as it is the largest in the area and with your help, we hope that 2009 will far exceed those numbers.

The festive display can be viewed from The Florida Aquarium, American Victory Ship, Channelside, Yacht Starship, Cotanchobee Park, the Marriott Waterside, Harbor Island, the St. Pete Times Forum, and Bayshore Blvd.

2009 NEW YEAR'S EVE FIREWORKS SCHEDULE

December 31st • THURSDAY NIGHT

Fireworks will go off as the clock turns to 12 A.M. on January 1st!

ADDITIONAL ACTIVITIES

Live music, dining, and street vendors at Channelside (Family Entertainment)

Concerts on the waterfront (Family Entertainment)

Explore a shore at The Florida Aquarium (Family Entertainment)

The American Victory, Mariners' Memorial and Museum Ship

Boat anchorage at Cotanchobee Park (Family Entertainment)

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



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MARKETING PLAN

NEWSPAPER

- Advertisements in the Tampa Tribune
- Full Page ad for New Year's Eve
- Addition to WFLA Calendar of Events

INTERNET

- Listing on City of Tampa event calendar
- Featured listing with sponsor logo on front page of DTAA website
- Calendar of Events on www.funintampabay.com
- Promotional email blasts

RADIO

- Live remotes from Channelside for the event (5:00 or 6:00 P.M. start)
- Radio Schedule Weekly (station TBD based on entertainment)

TELEVISION

- Public Service Announcements promoting event and sponsors
- Live Community Segments

COLLATERAL

Brochures

- Featured listing of events printed in 500,000 "In-Town Guide & Maps"
- Featured listing on DTAA Printed Materials which will be prominently displayed at all member locations.

OTHER AND PARTNERS

- All members participating in the New Year's Eve Fireworks will include the event in their normal holiday advertising schedule.
(*Yacht Starship, Florida Aquarium, Channelside Bay Plaza, Marriott Waterside, Streetcars, and area hotels*)



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SPONSORSHIP PACKAGES

Title Sponsor

\$25,000

- Sponsor will receive exclusive title placement in all firework marketing *including name on barge*.
- Sponsor name will be in 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 \$50,000 in advertising through newspaper, radio, and internet 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 all major firework events.

Supporting Sponsor

\$5,000

- Sponsor will receive supporting logo placement for the event alongside all other secondary sponsors in firework advertising.
- Sponsor will receive a media value estimated at \$10,000 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 a media value estimated at \$5,000 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.