



NICE GUYS
production

TREASURE COAST CARNIVAL & MUSIC FESTIVAL SPONSORSHIP OPPORTUNITIES

CAUSEWAY COVE MARINA, FORT PIERCE, MARCH 29-31ST





NICE GUYS PRODUCTION IS A MUSIC & EVENT PRODUCTION COMPANY ON THE TREASURE COAST. WE ARE FULLY COMMITTED TO PROVIDING THE BEST ENTERTAINMENT EXPERIENCE FOR OUR GUESTS, SPONSORS, TALENT & BUSINESS PARTNERS. WE CONDUCT BUSINESS WITH THE UPMOST INTEGRITY & PROFESSIONALISM ASSURING A WIN-WIN SOLUTION BENEFITING ALL PARTIES INVOLVED.

BENEFITS OF SPONSORSHIP

AT NICE GUYS PRODUCTIONS, WE BELIEVE EVERY SUCCESSFUL BUSINESS IS BUILT ON THE FOUNDATION OF A SOLID BRAND. SOCIAL MEDIA AND COMMUNITY INVOLVEMENT PROVES TO BE A POWERFUL TOOL WHEN IT COMES TO GROWING YOUR BRAND AWARENESS. WITH OVER 80% OF AMERICANS ON AT LEAST ONE SOCIAL MEDIA PLATFORM, IT HAS BECOME THE MOST COST EFFICIENT AND POWERFUL MARKETING METHOD USED TO SYNDICATE CONTENT AND INCREASE YOUR BRANDS VISIBILITY. WE BELIEVE THAT COMMUNITY INVOLVEMENT PAIRED WITH DIGITAL MARKETING IS THE FASTEST MOST EFFECTIVE WAY TO GROW YOUR BUSINESS IN 2018. IN RETURN FOR YOUR SPONSORSHIP WE WILL PROVIDE A PAID SOCIAL MEDIA, PRINT & RADIO CAMPAIGN, LOCAL BUSINESS & NON-PROFIT PARTNERSHIPS, AS WELL PLACING YOUR BRAND IN FRONT OF TENS OF THOUSANDS OF LIVE ATTENDEES AT OUR CARNIVAL & MUSIC FEST.



PARTNERSHIP
NON PROFITS
LOCAL BUSINESSES
LOCAL BREWERIES & CIDERY
PROMOTION
COMMUNITY DRIVEN



BRANDING
PUBLIC MEDIA
SOCIAL MEDIA PLATFORMS
LOCAL RADIO
ONSITE EVENTS &
PROMOTION



PRINT CAMPAIGN
11 X 17 POSTERS
4 X 6 FLYERS
MULTIPLE COUNTY PRESS
RELEASES
COMMUNITY CALENDARS



NICE GUYS PRODUCTIONS IS EXCITED TO ANNOUNCE OUR TREASURE COAST CARNIVAL & MUSIC FEST MARCH 29TH, 30TH & 31ST, 2019. WE ARE PARTNERING WITH DOOLAN AMUSEMENT COMPANY TO BRING A CARNIVAL TO THE HEART OF DOWNTOWN FORT PIERCE AT THE BEAUTIFUL WATERFRONT CAUSEWAY COVE MARINA. OUR THREE DAY FESTIVAL WILL FEATURE OVER 25 BANDS FROM MULTIPLE POPULAR GENRES OF MUSIC TO INCLUDE: NEW COUNTRY, POP ROCK, SOUTHERN ROCK, & REGGAE. WE WILL HAVE PLENTY OF VENDORS, FOOD TRUCKS, A BIERGARTEN, AND CHILDREN'S ACTIVITIES. THE EVENT WILL ALSO HONOR OUR MILITARY AND FIRST RESPONDERS. THERE WILL BE MILITARY AND FIRST RESPONDER DEMONSTRATIONS THROUGHOUT THE EVENT.

EACH DAY OF OUR THREE DAY FESTIVAL WE WILL BE FEATURING A DIFFERENT LOCAL NON-PROFIT ORGANIZATION. THE FARM DOG RESCUE (NON-KILL SHELTER), SPECIAL OLYMPICS FLORIDA & BULLSUGAR.ORG WILL BE PARTICIPATING IN THE EVENT. EACH NON-PROFIT WILL BE FEATURED AS THE PRIMARY BENEFICIARY ONE NIGHT OF THE FESTIVAL WEEKEND, BUT WILL BE PRESENT EACH DAY OF THE FESTIVAL. 30% OF THE NET PROFIT FROM THE THREE DAY FESTIVAL WILL BE EVENLY DIVIDED AMONG THE THREE PARTICIPATING CHARITIES. IN RETURN EACH 501(C)(3) NON-PROFIT WILL HELP MARKET THE EVENT TO THEIR LARGE LOCAL FOLLOWING AS WELL AS PROVIDING VOLUNTEERS.





RADIO CAMPAIGN

WE WILL BE ADVERTISING THIS EVENT WITH THE FOLLOWING RADIO STATIONS:
JACK FM, 93.7FM GYL, 92.7FM THE WAVE, THE COAST 101.3FM, HOLA 104.9FM,
CHRISTIAN FM RADIO, 94.3FM REAL RADIO



PRINT CAMPAIGN

YOUR BRAND WILL BE FEATURED IN THE FOLLOWING PRINTED MATERIALS:

- + 11x17" FLYERS CAMPAIGN
- + 4x6" FLYER CAMPAIGN
- + 5x3FT BANNERS
- + SPONSOR BANNERS
- + PAPA JOHNS PIZZA BOX CAMPAIGN (GOING OUT TO 60,000 CUSTOMERS)

DIGITAL MARKETING

WE WILL BE HEAVILY MARKETING THIS EVENT ON SOCIAL MEDIA CHANNELS TO TENS OF THOUSANDS OF FLORIDIAN'S WITHIN 100 MILES OF THE EVENT. WE WILL ALSO BE ADVERTISING VIA DIGITAL BILLBOARDS.

PARTNERSHIPS

WE WILL BE CROSS PROMOTING WITH THE FOLLOWING BRANDS:



SPONSORSHIP OPPORTUNITIES

\$10,000

😊 NAMING RIGHTS SPONSOR

- + NAMING RIGHTS TO FESTIVAL
- + BUSINESS/INDUSTRY EXCLUSIVITY FOR EVENT SPONSOR
- + SOCIAL MEDIA CAMPAIGN
- + LOGO ON TICKETS FOR EVENT
- + LOGO ON FACEBOOK EVENT PAGE COVER VIDEO
- + LOGO WITH BANNERS
- + PRINT CAMPAIGN (FLYERS, BANNERS, POSTERS, PIZZA BOXES, ETC)
- + MENTION/LOGO ON ALL ADVERTISEMENTS (RADIO, TV, PRINT)
- + LOGO ON SPONSOR BANNER
- + MENTIONED ONSTAGE THROUGHOUT EVENT
- + 30 TICKETS TO EVENT
- + 20X10FT PROMOTIONAL SPACE AT EVENT
- + YOUR BRANDING ON VIDEO WALL (30 SEC IMPRESSION 20X PER HOUR)

\$5,000

😊 VIP SPONSOR

- + NAMING RIGHTS FOR VIP TENT
- + COMPANY BRANDING FEATURED ON VIP TENT
- + SOCIAL MEDIA CAMPAIGN
- + MENTIONED ON ALL FIELD AD
- + PRINT CAMPAIGN (FLYERS, BANNERS, POSTERS)
- + LOGO ON SPONSOR BANNER
- + MENTIONED ONSTAGE AT EVENT
- + 20 TICKETS TO EVENT
- + 20X20FT PROMOTIONAL SPACE AT EVENT
- + YOUR BRANDING ON VIDEO WALL (30 SEC IMPRESSION, 20X PER HOUR)

SOLD OUT

\$5000

😊 BIERGARTEN SPONSOR

- + NAMING RIGHTS TO BIERGARTEN
- + LOGO ON ALL BIERGARTEN SIGNAGE
- + 20 TICKETS TO EVENT
- + SOCIAL MEDIA CAMPAIGN
- + LOGO ON SPONSOR BANNER
- + MENTIONED ONSTAGE AT EVENT
- + 20X20FT PROMOTIONAL SPACE AT EVENT
- + LOGO ON PRINTED MATERIALS (FLYERS, BANNERS, POSTERS)
- + YOUR BRANDING ON VIDEO WALL (30 SEC IMPRESSION, 20X PER HOUR)

😊 STAGE SPONSOR

- + LOGO ON STAGE DRESSINGS & BANNERS
- + 20 TICKETS TO EVENT
- + SOCIAL MEDIA CAMPAIGN
- + MENTIONED ONSTAGE AT EVENT
- + 10X10' PROMOTIONAL SPACE AT EVENT
- + LOGO ON PRINTED MATERIALS (FLYERS, BANNERS, POSTERS)
- + YOUR BRANDING ON VIDEO WALL (30 SEC IMPRESSION 15X PER HOUR)

\$2500



\$1500



WRISTBAND SPONSOR (3)

- + LOGO ON ALL WRISTBANDS FOR ONE DAY OF EVENT
- + 10 TICKETS TO EVENT
- + SOCIAL MEDIA CAMPAIGN
- + LOGO ON SPONSOR BANNER
- + 10X10' PROMOTIONAL SPACE AT EVENT
- + LOGO ON PRINTED MATERIALS (FLYERS, BANNERS, POSTERS)
- + YOUR BRANDING ON VIDEO WALL (30 SEC IMPRESSION 10X PER HOUR)

\$1500



PLUMBING SPONSOR

- + LOGO ON ALL FACILITIES SIGNAGE
- + 10 TICKETS TO EVENT
- + SOCIAL MEDIA CAMPAIGN
- + LOGO ON SPONSOR BANNER
- + 10X10' PROMOTIONAL SPACE AT EVENT
- + LOGO ON PRINTED MATERIALS (FLYERS, BANNERS, POSTERS)
- + YOUR BRANDING ON VIDEO WALL (30 SEC IMPRESSION 10X PER HOUR)

\$1000



ENTRANCE SPONSOR

- + LOGO ON ENTRANCE
- + LOGO ON PARKING TICKETS
- + 6 TICKETS TO EVENT
- + MENTIONED ON SOCIAL MEDIA
- + LOGO ON SPONSOR BANNER
- + 10X10' PROMOTIONAL SPACE AT EVENT
- + YOUR BRANDING ON VIDEO WALL (30 SEC IMPRESSION 10X PER HOUR)

\$500



BANNER SPONSOR

- + 6FT BANNER IN HIGH VOLUME AREA AT EVENT
- + 4 TICKETS TO EVENT
- + MENTIONED ON SOCIAL MEDIA
- + LOGO ON SPONSOR BANNER
- + 10X10' PROMOTIONAL SPACE AT EVENT
- + YOUR BRANDING ON VIDEO WALL



SPONSOR COMMITMENT TC CARNIVAL & MUSIC FEST 2019

SPONSOR _____

ADDRESS _____

CONTACT _____

PHONE _____

EMAIL _____

SPONSORSHIP LEVEL (PLEASE CIRCLE)

- + NAMING RIGHTS SPONSOR \$10,000
- + VIP SPONSOR \$5,000 (SOLD OUT)
- + BIERGARTEN SPONSOR \$5000
- + STAGE SPONSOR \$2500
- + WRISTBAND SPONSOR \$1500
- + PLUMBING SPONSOR \$1500
- + ENTRANCE SPONSOR \$1000
- + BANNER SPONSOR \$500
- + IN KIND SPONSOR

PLEASE MAKE CHECKS PAYABLE TO NICE GUYS PRODUCTION. MAIL CHECKS TO 3551 NW TREASURE COAST DR. #205, JENSEN BEACH, FL 34957. PLEASE EMAIL A VECTOR FILE OF YOUR LOGO TO CAITLIN@NICEGUYSPRODUCTION.COM. 100% OF SPONSORSHIP MONEY ACQUIRED GOES INTO EVENT PRODUCTION. IN-KIND SPONSORS WILL BE LISTED AS CONTRIBUTING SERVICES.

AGREED:

NICE GUYS PRODUCTIONS REP

SPONSOR REP

DATE

FOR MORE INFORMATION CONTACT LIZA DE LA TORRE (954) 200-0120
LIZA@NICEGUYSPRODUCTION.COM