



**Palmetto Baystock**  
**November 12, 2016**  
**Marketing and Promotion Program**

**Title Sponsor - \$5,000**

Florida Rock Stars will feature the **Title Sponsor** of the **Palmetto Baystock** in all of its extensive pre-show marketing and promotion activities for the time period leading up to the show. This includes the following:

- **Full back page or centerfold ad** in the **Florida Rock Stars MAGAZINE**
- **Event and Sponsor Posters** – displayed in major high traffic retail locations in South Dade
- **Banner advertising** at the Event (multiple locations)
- **Postcards** – 5,000 (5 x 7) cards distributed in high traffic sports events and other shows
- **Radio advertising** – one week campaign prior to the event
- **Social media marketing** – Florida Rock Stars Facebook marketing with boosted promotions
- **Website promotion** on Florida Rock Stars home page as well as an event page listing
- **Newspaper print advertising** in conjunction with the event promotion
- **Digital advertising** in conjunction with the event promotion
- **Live audio promotion** announced by Master of Ceremonies in between acts at the Event
- **Event giveaways option** – giveaways engraved with Sponsor logo (provided by Sponsor)
- **Vendor space for on-site marketing display booth with electricity** at the Event (10x10 tent provided by sponsor)
- **Post-show news** articles and videos mentioning title sponsor
- **Sixteen (16) VIP tickets** for personal or employee use or promotional giveaways
- **Twenty five (25) General Admission tickets** for employees and/or clients



### **Presenting Sponsor - \$2,500**

- **Full page ad** in the *Florida Rock Stars* MAGAZINE
- **Event and Sponsor Posters** – displayed in major high traffic retail locations in South Dade
- **Banner advertising** at the Event (multiple locations)
- **Social media marketing** – Florida Rock Stars Facebook marketing with boosted promotions
- **Website promotion** on Florida Rock Stars home page as well as an event page listing
- **Live audio promotion** announced by Master of Ceremonies in between acts at the Event
- **Event giveaways option** – giveaways engraved with Sponsor logo (provided by Sponsor)
- **Vendor space for on-site marketing display booth with electricity** at the Event (10x10 tent provided by sponsor)
- **Post-show news** articles and videos mentioning title sponsor
- **Sixteen (8) VIP tickets** for personal or employee use or promotional giveaways
- **Twenty five (20) General Admission tickets** for employees and/or clients

### **Corporate Sponsor - \$1,000**

- **Half page advertisement** in the *Florida Rock Stars* MAGAZINE
- **Sponsor Posters** displayed in major high traffic retail locations in South Dade
- **Banner advertising** at the Event (multiple locations)
- **Social media marketing** – Florida Rock Stars Facebook marketing
- **Website promotion** on Florida Rock Stars home page as well as an event page listing
- **On-site marketing display booth with electricity** at the Event (10x10 tent provided by sponsor)
- **Eight (8) VIP tickets** for personal or employee use or promotional giveaways
- **Ten (10) General Admission tickets** for employees and/or clients

### **Business Sponsor - \$600**

- **Quarter page advertisement** in the *Florida Rock Stars* MAGAZINE
- **Sponsor Posters** displayed in major high traffic retail locations in South Dade
- **Banner advertising** at the Event (multiple locations)
- **On site marketing display booth with electricity** at the Event (10x10 tent provided by sponsor)

### **Florida Rock Stars Magazine Advertisement \$250 - \$350**

- **Magazine quarter page advertisement** \$250
- **Magazine half page advertisement** \$350



## **Vendor – Exhibitor Programs**

### **Vendor – Exhibitor Premium Package - \$600**

- **Quarter page advertisement** in the *Florida Rock Stars* MAGAZINE
- **Sponsor Posters** displayed in major high traffic retail locations in South Dade
- **Banner advertising** at the Event (multiple locations)
- **Vending Station** with electricity (Vendor to provide 10 x 10 tent)

### **Vendor – Exhibitor Standard Package - \$250**

- **Vending Station** with electricity (Vendor to provide 10 x 10 tent)

## **Select Video Links for previous Florida Rock Stars Festivals:**

**2014 Palmetto Bay Food and Rock Festival**

[http://youtu.be/XTdbQ\\_WXtS0](http://youtu.be/XTdbQ_WXtS0)

**2015 Palmetto Bay Food and Country Music Festival**

<https://youtu.be/eM9axKAtCKk>

**2012 Palmetto Bay Food and Music Festival**

<http://youtu.be/zUj-ftWiNgs>