

# 2017 SPONSOR EVENT PACKAGE



6TH ANNUAL

Scarecrow Stroll

& harvest festival

A community event to benefit The Children's Hunger Project and participating schools



# viera voice

*Signature Events*

SCARECROW STROLL OCT. 4-18  
HARVEST FESTIVAL SAT., OCT. 21



# SCARECROW STROLL



Swanky Sole Crow

## EVENT PROFILE

The Scarecrow Stroll is a fun-filled event for the whole family sponsored by the Viera Voice. This free, two-week traffic generating event begins with a team building experience. Businesses and non-profits design and craft scarecrows to display at their business (or sponsored business) which will be added to the Scarecrow Stroll Map. The public is then invited to take the Stroll and visit each business on the map and vote for their favorite Scarecrow. At the end of the Stroll, the scarecrows will be transported to the Harvest Festival (Oct. 21) at The Avenue Viera. The Stroll crows will be judged for the artistic vote, the winning builder takes the \$500 prize. The crow that received the most votes from the Stroll (popular vote) will be announced at the Festival. The crows will be auctioned to benefit the event's charity.

TARGET AUDIENCE	Families, youth, teens, adults, seniors
ANTICIPATED STROLLERS	500+
DATE AND TIME	Oct. 4 to 18, 10 a.m. - 4 p.m.
LOCATION	Viera, Suntree, Rockledge
CHARITABLE EVENT	Scarecrows will be auctioned at festival



## PROMOTIONAL PLANS

- Posters: Delivered to local businesses, schools and high traffic locations
- Fliers and E-Fliers: 3,000+ distributed through Brevard County Schools, private schools and several contact databases
- Series of event advertisements in various local/regional papers
- Four-page event insert in the October issue of Viera Voice, and available at each stroll location
- Press Releases, Radio Spots
- Social Advertising: Facebook & Twitter campaign
- Website advertising, banners, articles
- Marketing collateral on display at each scarecrow location
- All of the scarecrows will be transported to the Harvest Festival and put up for silent auction to benefit the event's charity

A community event to benefit The Children's Hunger Project and participating schools



Scarecrow Ballot

MAP #	Crow Listing	Crow Builder/Hoster	Crow Stroll Location	Crow Costs
1	Crow Listing	Builder/Hoster	Stroll Location	Cost
2	Crow Listing	Builder/Hoster	Stroll Location	Cost
3	Crow Listing	Builder/Hoster	Stroll Location	Cost
4	Crow Listing	Builder/Hoster	Stroll Location	Cost
5	Crow Listing	Builder/Hoster	Stroll Location	Cost
6	Crow Listing	Builder/Hoster	Stroll Location	Cost
7	Crow Listing	Builder/Hoster	Stroll Location	Cost
8	Crow Listing	Builder/Hoster	Stroll Location	Cost
9	Crow Listing	Builder/Hoster	Stroll Location	Cost
10	Crow Listing	Builder/Hoster	Stroll Location	Cost
11	Crow Listing	Builder/Hoster	Stroll Location	Cost
12	Crow Listing	Builder/Hoster	Stroll Location	Cost
13	Crow Listing	Builder/Hoster	Stroll Location	Cost
14	Crow Listing	Builder/Hoster	Stroll Location	Cost
15	Crow Listing	Builder/Hoster	Stroll Location	Cost
16	Crow Listing	Builder/Hoster	Stroll Location	Cost
17	Crow Listing	Builder/Hoster	Stroll Location	Cost
18	Crow Listing	Builder/Hoster	Stroll Location	Cost

4-page insert with ballot





# HARVEST FESTIVAL



Zucchini 500 racing

## EVENT PROFILE

The Harvest Festival is an annual fall event where the public can stroll to see the best of all the business-built scarecrows and schoolcrows all in one place, and enjoy other free activities, such as live music from the Penny Creek Band, pumpkin patch and the *Viera Voice* signature Zucchini 500 car race, where children build their own racers from green squash with axles and wheels. Children who wish to build a small crow of their own can bring it to the festival to compete in the Mini Crow Contest. The scarecrows at the Festival will be judged by a panel of local artists for **Artistic Creativity**. The winning crow will receive a **\$500 prize** sponsored by *Viera Voice*. All of the scarecrows at the Festival are up for silent auction to benefit either the event's charity or the school.

TARGET AUDIENCE	Families, youth, teens, adults, seniors
FESTIVAL ATTENDEES	2,000+ attendees in 2015 and 2016
DATE AND TIME	Saturday, Oct. 21, 10 a.m. - 2 p.m.
LOCATION	The Avenue Viera
CHARITABLE EVENT	Scarecrows auctioned off for charity

## PROMOTIONAL PLANS

- *Posters: Delivered to local businesses, schools and high traffic locations*
- *Fliers and E-Fliers: 3,000+ distributed through Brevard County Schools, private Schools and several contact databases*
- *Series of event advertisements in various local/regional papers*
- *Four-page insert in the October issue of Viera Voice with extra going to stroll locations*
- *Press Releases*
- *Radio*
- *Social Advertising: Facebook & Twitter*
- *Website advertising, banners*
- *Signs at key intersections throughout area on day of event*
- *Event Banners at venue*

Costume Contest winner





# 2017 SPONSORSHIP LEVELS

## HARVEST FESTIVAL & SCARECROW STROLL



Fresh Market Crow

### Presenting Sponsor (both events)

INVESTMENT \$2,500

One sponsorship available

- Name/logo added to event title as presenting sponsor
- Logo on marketing materials including event fliers, event posters, newspaper ads, radio spots and social media campaign
- Logo featured on front cover of Scarecrow Stroll Map special insert with a listing on the stroll map
- Social media tag on all promoted posts related to the Scarecrow Stroll and Harvest Festival
- Opportunity to make welcoming comments at event
- Opportunity to provide banner on main stage during event
- Name/logo on event web page with the option of linking to own website
- Double-wide exhibit space, prominent location at event
- Includes: one Scarecrow builder registration

### Festival Sponsor

INVESTMENT \$950

- Logo listed on marketing materials including event fliers, event posters, newspaper ads, radio spots and social media campaign
- Logo and listing on Scarecrow Stroll Map special insert
- Social media recognition on all promoted posts related to the Scarecrow Stroll and Harvest Festival
- Opportunity to provide banner on main stage during event
- Name/logo on event website with the option of linking to own website
- Exhibit space in PRIME location at event
- Includes: one Scarecrow builder registration
- Ballot box location

### Costume Contest



### 2016 Most Creative Crow Viera Hospital Sickley Stein



### Kids Mini Crow Contest



## Festival Activity Sponsor

INVESTMENT \$650 per activity

### PUMPKIN PATCH SPONSOR:

Active Sponsorship will support the pumpkin patch decorating area

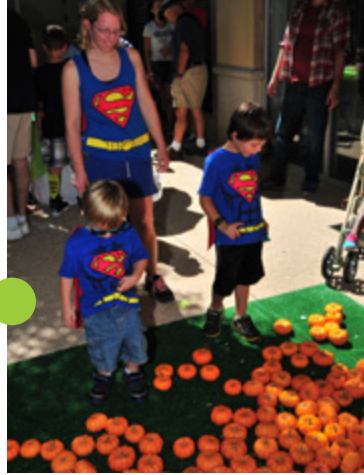
### MUSIC SPONSOR:

Center stage music sponsor

### ZUCCHINI 500 SPONSOR:

Sponsorship will support the Zucchini 500 races

- Logo and recognition as activity sponsor listed on marketing materials including event fliers, event posters, newspaper ads and social media campaign
- Logo and listing on Scarecrow Stroll Map and special four-page insert
- Social media recognition on all promoted posts related to the Scarecrow Stroll and Harvest Festival
- Opportunity to provide banner at entrance of the activity
- Name/logo on event website with link
- Exhibit space near sponsored activity
- Includes: one Scarecrow builder registration



Pumpkin Patch



Penny Creek Band



## Combo Package Scarecrow Builder/Festival Exhibitor

INVESTMENT \$320 (\$70 savings)

- Logo and listing on Scarecrow Stroll Map special insert
- Social media post as participant of the Scarecrow Stroll/Harvest Festival
- Name/logo on event website with link
- Exhibit space
- Includes: one Scarecrow builder registration



## Harvest Festival Exhibitor

INVESTMENT \$195

- Social media post as participant of the Scarecrow Stroll/Harvest Festival
- Name/logo on event website with link
- Exhibit space

## Scarecrow Builder

INVESTMENT \$195

- Logo and listing on Scarecrow Stroll Map and Ballot special insert
- Social media post as participant of the Scarecrow Stroll/Harvest Festival
- Name/logo on event website with link
- Includes one Scarecrow builder registration
- All scarecrows donated to charity





## 2017 Registration

## Viera Voice Scarecrow Stroll & Harvest Festival

Contact Person

Company Name

Address

City/State/ZIP

Phone

Email

Please note:

Sponsors are responsible for providing all necessary set-up materials (tables, chairs, displays, etc.) and removing all materials after the festival.

Giveaways are encouraged to pull attendees to your booth.



*ALL SCARECROWS will be put up for silent auction. Proceeds benefit The Children's Hunger Project.*

### Please check the participation level

- Presenting Sponsor \$2500
- Pumpkin Patch Sponsor \$650
- Zucchini Race Sponsor \$650
- Combo — Scarecrow Builder & Festival Exhibitor \$320
- Scarecrow Builder \$195
- Harvest Festival Exhibitor \$195
- Festival Sponsor/Ballot Box location \$950
- Music Sponsor \$650



Bluewater Creative Group, Inc. also known as *Viera Voice* (event organizer of the Scarecrow Stroll & Harvest Festival) accepts the scarecrow entry described above. I acknowledge I am the designated representative of the group or organization with the authority to act as its agent in all matters pertaining to the described entry. I have read, understood and agree that I, and any person, group or organization represented by me, will abide by all of the rules of the Scarecrow Stroll & Harvest Festival (the "Event") as separately outlined and attached.

I understand and agree that Bluewater Creative Group may use photographs, video or digital media of actual scarecrow entries and/or entry information for publicity and promotions of the Event, and I waive all rights to compensation for such images. I agree to indemnify and defend Bluewater, its directors, employees, and agents, as well as the participating nonprofit volunteers from and against any and all claims and losses arising from or resulting to any and all persons in connection with the participation of me or my group in the Event and from any and all claims for losses, damages or injuries incurred by any person, group or organization as a result of the participation of me or my group in the Event.

I hereby agree to the contest rules as listed on this application. I release and hold harmless *Viera Voice*, its employees, officers and agents from any and all claims for loss, damage or injury incurred as a result of my participation in this event or incurred as a result of any negligence from any party involved in the event.

**I understand the Scarecrow Stroll will take place at my business from Oct. 4 through Oct. 18, from 10 a.m. - 4 p.m.**

Signature

Date

Make check out to Viera Voice, 7630 N. Wickham Rd., #105, Melbourne, FL 32940.

Credit card transaction call Sylvia at 321-242-1235 or email [media@bluewatercreativegroup.com](mailto:media@bluewatercreativegroup.com).

Registration not valid without payment. For information, call 321-242-1235.