



40<sup>TH</sup> Annual FALL  
FESTIVAL  
*The Town of Orange Park*

2022 SPONSORSHIP PACKAGES

# 40TH ANNUAL TOWN OF ORANGE PARK FALL FESTIVAL

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Dear Sponsor,

We are excited to be planning for our 40th Annual Fall Festival! The purpose of the Fall Festival is to provide our residents and visitors with exceptional entertainment that makes them proud to be part of this community while generating tourism from our surrounding counties, Central Florida and South Georgia. The Fall Festival is a major component in the Town's goal of becoming an event destination in the community.

We ask that you look through this sponsorship packet and consider investing in the Fall Festival. Please review the various levels and details, and let us help you find the right fit for your business. We have opportunities for businesses of all types and budgets. If you don't see the perfect fit, we will be delighted to create a package that meets your goals and budget.

Your support is crucial in helping us grow the festival and in bringing new attractions each year. We would love to hear your ideas on ways we can create the best experience for both you and our attendees. Please feel free to contact me at 904-278-3043 or email [edockery@townop.com](mailto:edockery@townop.com) to discuss options and next steps or if you simply have questions. Thank you for considering the Fall Festival as part of your annual marketing strategy.

Most Sincerely,



Emily Dockery

Events & Recreation Coordinator



# ABOUT THE FALL FESTIVAL

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The Fall Festival was started with only 12 craft booths and a couple guitar players. Forty years later, this two-day has over 150 vendors and two stages packed with entertainment from local and regional artists! The kids can bounce on inflatables in the Kids Zone, and, of course, the shopping is second to none with unique gifts, handmade quilts, jewelry, pottery, and even treats for your furry friends.



The Festival also boasts 25+ food vendors! Attendees will enjoy a wide variety of food from barbeque and local seafood to funnel cakes and turkey legs. Farmer's Market fans can even pick up some fresh produce! This year's Festival will take place October 15th and 16th from 10am—5pm at Town Hall Park. Admission is free! Free parking and a shuttle will be available at Moosehaven.

*"The festival improves every year and has set the standard for community festivals."*

*-Anonymous Survey Response*

# WHY SPONSORSHIP?

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Event sponsorship is a critical component of a company or organization's marketing plan. Sponsorship is a direct channel of communication, and it reaches people in an environment that matches their lifestyle. The Town of Orange Park offers a series of successful events and festivals that will provide you the opportunity to place your product, image or service in the hands of thousands of potential customers.

*Well organized, top notch  
entertainment & unique food choices!*

*1st year going and it will be a new  
tradition for us!*

*We will definitely come back next  
year for another year of great  
entertainment and family  
friendly fun.*

- Exposure to 45,000+ people over two days!
- Increase Market Share
- Face-to-Face Interaction with Customers and Leads
- Enhance your image through community involvement and event association
- Networking Opportunities
- Meet your marketing goals and build employee engagement
- Establish presence in the community
- Warm, fuzzies from participating in a great event!

# OUR AUDIENCE

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Fall Festival attracts 45,000+ attendees who come from all over North Florida, some as far away as the Carolinas and Tennessee. Based on post-event research, as well as Google and Facebook Analytics, we have determined that our audience is primarily women ages 25-45 years old with children at home. The majority of these women are married homeowners and fit into a wide variety of income brackets. Their common interests include travel, recreation, education, home décor and improvement, real estate and cooking. They value a family atmosphere and expect a high-quality experience. She is a heavy consumer of mommy blogs and a frequent poster on various social media sites.



In addition to this group, we also have Dads and Antiquers. Dads are typically “along for the ride” and prefer to watch rather than participate in activities. This means there is ample opportunity to chat and build a relationship with him. These men will make a beeline to booths showcasing technology, home improvement products or other manly things. Antiquers are predominately women 55+ years old who have attended the festival for several years. They are typically established in their homes and a long-term resident of the area. They like seeing the “oldie but goodie” vendors who return every year.

# MARKETING PLAN — ONLINE

## 1 OPFALLFESTIVAL.COM

28,844 unique visitors in the 30 days prior to the festival in 2021. Our website has been awarded multiple SunSational Awards from Florida Festival and Events Association!



## 3 EMAIL

Monthly newsletter with 1,321 subscribers and a 42% open rate, 27% higher than the industry average. Targeted emails to vendors, local businesses, volunteers, and advertisers.



## 2 SOCIAL MEDIA



@OPFallFestival, our Facebook page, had a total reach of 275,066 in the month leading up to the festival and 5,783 followers.

The event page had a reach of 129,358. Ads run in the three weeks preceding the festival as well.

# MARKETING PLAN

## 4 ADVERTISING

11,000 + flyers distributed across Clay County  
Neighbor-to-Neighbor: 95,000 copies monthly  
Clay Today/Leader: 11,500 readers weekly  
Jax4Kids Newspaper: 150,000 copies  
WEJZ and WGNE Radio Spots  
Online event calendars  
Fun 4 First Coast Kids  
Jax4Kids  
Florida Country Magazine  
Facebook  
Program Booklets



## 5 ON SITE/SIGNAGE

Corner sign at Kingsley & US17  
Booth Space & Branded Assets  
Thank You Signs & Banners  
Stage Mentions  
Hospitality



## 6 PROMO ITEMS

Logo printed on program, maps, schedules, SWAG and t-shirts\*.

Shirts worn by vendors, staff, and volunteers.



\*Only available for Presenting & T-Shirt

# BENEFITS SAMPLING

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What's in for me? Below are a few examples of the benefits you could receive. All packages can be tailored to each sponsor's unique needs and marketing goals.

- Naming Rights
- Category Exclusivity
- Social Media Promotions
- Sponsored Content on our Facebook Page
- On-Site Activation Space
- Ad Placement on Festival Website
- Logo Inclusion on Marketing Materials
- Newsletter Article with Sponsor-Provided Content
- VIP Passes and More!

## YOU'RE IN GOOD COMPANY!





# MAKING THE MOST OF YOUR SPONSORSHIP

Pretty sweet deal, right?! Wondering exactly how to make the most of your sponsorship? We're here to help! We will work with you to determine the best ways for you to let the community know that you're a proud sponsor.

WANT  
SOME  
IDEAS?

- In-store promotions
- Social Media Contests
- SWAG
- Name a Zone
- Do something interactive
- Bring a cool display
- Employee Volunteers
- What are your ideas?



# CONTACT INFORMATION

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For additional information regarding sponsorship opportunities, please contact:

Emily Dockery

Events Coordinator, Town of Orange Park

(904) 278-3043 • [edockery@townop.com](mailto:edockery@townop.com) • [www.opfallfestival.com](http://www.opfallfestival.com)

HAPPY FALL Y' ALL!!