



OCOEE

PRESENTING THE 2024

MUSIC FEST



APRIL 12 & 13



2024

**SPONSORSHIP
PACKET**

**OVER 30,000 ATTENDEES IN 2022
BE A PART OF THIS LOCAL POP & COUNTRY MUSIC TRADITION!**

Ocoee Music Fest

2024 Headlining Acts Friday Night Acts

Bret Michaels



Los Lonely Boys



Local Act:



Layla Brisbois Band

Visit OcoeeMusicFestival.com for more information

Ocoee Music Festival

2024 Headlining Acts

Saturday Night Acts

Michael Ray



Cooper Alan



Dion Pride



John Ashley



**Local Act:
Tom Jackson Band**



Country Night

Visit OcoeeMusicFestival.com for more information

OCOEE PRESENTING THE 2024
MUSIC FEST
APRIL 12 & 13

Sponsorship Opportunities

Ocoee Music Festival is dedicated to celebrating America's favorite music genres, community, small businesses, and fun. Over the past 30 years, we have seen our Festival grow from a few hundred to 30,000 attendees. It has evolved into Central Florida's premiere hometown music event. OMF's audience is important, affluent and eager to celebrate. Let your brand be a part of their special experience.

LEAD SPONSOR \$30,000 (Only 1 available)

Logo Recognition: Lead Sponsor recognition, Main stage signage at concert and signage throughout the festival. **Brand recognition on all event advertisements; Brand recognition on directional signage, feather banners & VIP area;** Live on-stage public address system mentions on concert days; **Logo on step and repeat banner at performer meet & greets.**

Tickets: (15) VIP passes to the evening concert and fireworks, complimentary food, beer and wine in VIP area.

Exhibit Space: *Premium booth space at the Ocoee Music Festival.*

Online & Technology: Lead sponsor logo/ site link posted on official Ocoee Music Festival website and banner ad on website; Sponsored email blast; allocated social media mentions; (2) blog posts on the Ocoee Music Festival's website.

Marketing: *Radio announcement on Music Festival's selected radio partner on-air commercials;* Logo on Information Posters (250 distributed to businesses, government agencies, etc. to post), Lead sponsor logo on Music Festival billboard and ad in West Orange Observer.

PLATINUM SPONSOR \$15,000

Logo Recognition: Gold Sponsor recognition, Main stage signage at concert, VIP area signage/brand recognition.

Tickets: (10) VIP passes to the evening concert and fireworks, complimentary food, beer and wine in VIP area.

Exhibit Space: (1) booth space at the Ocoee Music Festival.

Online & Technology: Sponsor logo/ site link posted on official Ocoee Music Fest's website and inclusion of logo on email blasts; allocated social media mentions; (1) blog post on the Ocoee Music Festival's website.

Marketing: Logo on Information Posters (250 distributed to businesses, government agencies, etc. to post)

SILVER SPONSOR \$10,000

Logo Recognition: Silver Sponsor recognition on all signage . VIP area signage/brand recognition.

Tickets: (6) VIP passes to the evening concert and fireworks, complimentary food, beer and wine in VIP area.

Exhibit Space: (1) Booth space at the Ocoee Music Festival

Online & Technology: Sponsor logo/ site link posted on official Ocoee Music Festival's website; allocated social media mentions.

Marketing: Logo on Information Posters (250 distributed to businesses, government agencies, etc. to post).

BRONZE SPONSOR \$5,000

Logo Recognition: Bronze Sponsor recognition on all signage.

Tickets: (4) VIP passes to the evening concert and fireworks, complimentary food, beer and wine in VIP area.

Online & Technology: Sponsor logo/ site link posted on official Ocoee Music Festival's website; allocated social media mentions.

Marketing: Optional Booth at event in marketplace area. Logo on Information Posters (250 distributed to businesses, government agencies, etc. to post).

FRIENDS OF THE FESTIVAL SPONSOR \$3,500

Tickets: (2) VIP passes to the evening concert and fireworks, complimentary food, beer and wine in VIP area.

Marketing/Logo Recognition /Online & Technology: Optional Booth at event in marketplace area. Sponsor logo/ site link posted on official Ocoee Music Festival's website; allocated social media mentions. On-site Banner at event if provided by sponsor. Must be maximum of 4 ft x 6ft.

COMMUNITY SPONSOR \$1,000

Logo Recognition /Online & Technology: Optional Booth at event in marketplace area. Sponsor name/ site link posted on official Ocoee Music Festival's website and email blast. On-site Banner at event if provided by sponsor. Must be maximum of 4 ft x 6ft.

Visit OcoeeMusicFestival.com for more information



Ocoee Music Festival

Special Sponsorship Opportunities

FIREWORKS SPONSOR \$12,500

Logo Recognition: Fireworks Sponsor recognition, Main stage signage at concert;

Tickets: (8) VIP passes to the evening concert and fireworks, complimentary food, beer and wine in VIP area.

Exhibit Space: (1) Booth space at the Ocoee Music Festival.

Online & Technology: Sponsor logo/ site link posted on official Ocoee Music Festival's website and inclusion of logo on email blasts; allocated social media mentions; (1) blog post on the Ocoee Music Festival's website.

Marketing: Logo on Information posters (250 distributed to businesses, government agencies, etc. to post).

SOCIAL MEDIA SPONSOR \$12,500

Logo Recognition: Social Media Sponsor recognition.

Tickets: (8) VIP passes to the evening concert and fireworks, complimentary food, beer and wine in VIP area.

Exhibit Space: (1) Booth space at the Ocoee Music Festival.

Online & Technology: Sponsor logo/ site link posted on official Ocoee Music Festival website; allocated social media mentions; **business recognition on Facebook live video during the event; logo posted on Facebook video and Instagram stories highlight.**

Marketing: Logo on Information posters (250 distributed to businesses, government agencies, etc. to post).

MARKETPLACE SPONSOR \$7,500

FOOD COURT SPONSOR \$7,500

HOSPITALITY SUITE SPONSOR \$7,500

Logo Recognition: Specialty Sponsor recognition on all signage; **signage at sponsored location.**

Tickets: (5) VIP passes to the evening concert and fireworks, complimentary food, beer and wine in VIP area.

Online & Technology: Sponsor logo/ site link posted on official Ocoee Music Festival's website, allocated social media mentions; **business recognition on Facebook live video during the event.**

Marketing: Optional Booth at event in marketplace area. Logo on Information posters (250 distributed to businesses, government agencies, etc. to post).

AMUSEMENTS SPONSOR \$5,000

Logo Recognition: Specialty sponsor recognition on all signage; **signage at sponsored location.**

Tickets: (4) VIP passes to the evening concert and fireworks, complimentary food, beer and wine in VIP area.

Online & Technology: Sponsor logo/ site link posted on official Ocoee Music Festival's website; allocated social media mentions.

Marketing: Optional Booth at event in marketplace area. Logo on Information posters (250 distributed to businesses, government agencies, etc. to post).

Contact

Kim McMillin

at: (407) 554-7141 or email at: KMcmillin@ocoee.org

for additional sponsorship opportunities

Visit OcoeeMusicFestival.com for more information

OCOEE MUSIC FEST 2023 Sponsors

CCWO

City Center West Orange



WASTE CONNECTIONS
Connect with the Future



FIFTY WEST



WESTGATE RESORTS



ORLANDO HEALTH



Wharton-Smith, Inc.
CONSTRUCTION GROUP



miJAX companies
Development from miami to JACKSONVILLE



Visit OcoeeMusicFestival.com for more information



OCOEE MUSIC FEST

Past Performers

Jake Owen
Scotty McCreery
Ronnie Milsap
Easton Corbin
Daryle Singletary
Montgomery Gentry
Eric Church
Diamond Rio
Chris Young
Craig Campbell
Bellamy Brothers
Aaron Tippin
Josh Turner
Trace Adkins
Tracy Lawrence
Joe Diffie
Craig Morgan

Vanilla Ice
Rob Base
Tag Team
Tone Loc
Freedom Williams
Will Banister
Matt Stell
Walker Hayes
Russell Dickerson
Sawyer Brown
Jason Aldean
Darryl Worley
Blake Shelton
Big & Rich
Courtney Cole
Chris Janson

Rodney Atkins
Earl Thomas Conley
Lee Brice
John Conlee
Charlie Daniels
John Anderson
Dwight Yoakam
Kelly Pickler
Pat Benatar
Love and Theft
Tony Jackson
Colt Ford
T.G. Sheppard
Jon Pardi
Gary Allan
Brothers Osborne
.38 Special

Visit OcoeeMusicFestival.com for more information

The Stats

1

Over **11,000** Facebook Followers

2

Over **184K people reached on** Facebook this past year to the event page

3

Over **30K profile visits on** Facebook & Instagram combined this past year to the event pages.

4

1,500 new Facebook & Instagram fans this past year to the event pages

5

Over **20,000** unique visitors to the website the month of the event

Visit OcoeeMusicFestival.com for more information



2024 Sponsors

<i>I want to be a sponsor!</i>	Lead	Platinum	Fireworks Sponsor Social Media Sponsor	Silver	Marketplace /Food Court/ Hospitality Suite Sponsor	Amusements or Bronze Sponsor	Friend of the Festival Sponsor	Community Sponsor
Investment	\$30,000	\$15,000	\$12,500	\$10,000	\$7,500	\$5,000	\$3,500	\$1000
My Organization is interested in sponsoring the following package:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Fireworks Sponsor	<input type="checkbox"/>	<input type="checkbox"/> Marketplace Sponsor	<input type="checkbox"/> Amusements Sponsor	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/> Social Media Sponsor		<input type="checkbox"/> Food Court Sponsor	<input type="checkbox"/> Bronze Sponsor		
					<input type="checkbox"/> Hospitality Suite Sponsor			

The undersigned _____ commits for the _____ sponsorship package checked above to which includes the above items. Sponsorship money must be received by 2/28/23 to comply with above incentives. If cancellation of the event is necessary (i.e. "Acts of God", etc.), sponsorship dollars will only be refunded to the extent there is a balance remaining after all expenses are paid.

Signature of Sponsor

Print Name of Sponsor

Date

Please send a high resolution EPS or JPEG file of your logo as well as a link to your website to: KMcMillin@ocoe.org by 2/15/24

Name of Company: _____

Contact Name: _____

Email address: _____

Phone #: _____

Mailing Address: _____

**This form should be faxed, mailed or emailed to: KMcMillin@ocoe.org
City of Ocoee ATTN: Ocoee Music Festival, 1 North Bluford Avenue, Ocoee, Florida 34761
Phone: (407) 554-7141 | Fax: (407) 905-3118**