



# SPONSORSHIP APPLICATION

## EVENT OVERVIEW

Christmas Near The Beach - The event where South Florida families celebrate Christmas. Thousands from across South Florida attended last year and enjoyed the party with a flare of beach living. St. Nick's Beach House always brings joy, and every family receives a free photo with the jolly fellow. From bands, to ballet, to a rollerblading Grinchy, the Arts Park @ Young Circle provides the perfect venue for families and vendors alike. Please join us in 2022 in the heart of Hollywood, where this MUST-SEE show promises to bring the wonder of Christmas with a blaze of beach chic.

### MISSION

Christmas Near the Beach offers a gift to all as we gather the South Florida community together to celebrate the "Wonder of Christmas."

**WHAT:** Christmas Near the Beach,

**WHY:** Celebrate a Hometown Christmas with family and friends!

**WHEN:** Saturday, December 17th, 2022, 4:00pm-9:00pm

**WHERE:** Arts Park @ Young Circle, Hollywood, FL

### WHAT

The 15<sup>th</sup> Annual Christmas Near the Beach variety show is a FREE community event. Highlights include St. Nick arriving in a classic car and then visiting with the children at his "Beach House." National and local recording artists entertain the crowds and premier dance acts bring elegance to the stage. Our MC/DJ keeps the party going throughout the event. Food trucks serve great festival food and vendors bring that added touch of celebration.

### ADMISSION

FREE

### CONTACT

Bianca Blake, Event Coordinator

[biancacntb@gmail.com](mailto:biancacntb@gmail.com)

(954) 552-4625

Christmas Near the Beach

[www.christmasnearthebeach.com](http://www.christmasnearthebeach.com)



## SPONSORSHIP PACKAGE

### PARTNER BENEFITS

#### PRINT

Your logo will be included on magazine and newspaper ads, postcards, and flyers!

*\* Postcard and flyer distribution includes rack card locations in the Hollywood parks as well as handouts during local events leading up to Christmas Near the Beach.*

#### AT THE EVENT

You will be provided a marketing area in a prime location

Gold and Silver sponsors will receive mentions on stage throughout the event

Gold and Silver sponsors will also have their logo included on our stage slideshow

#### WHY BECOME A SPONSOR

Christmas Near the Beach provides national and local companies the opportunity to market their brand and products to thousands of festival attendees. The on-site activity and one on one contact with a family-oriented demographic creates an extraordinary opportunity to shine at Christmas time in the South Florida market. Our targeted marketing campaign generates a buzz of Christmas cheer attracting a diverse audience. St. Nick's "Beach House" is unique to Hollywood's premier family friendly Christmas event. Free photos are always available at his beach house.



# SPONSORSHIP PACKAGE

## SPONSOR PACKAGES

### GOLD SPONSOR ... \$2,500

- Logo/link on [www.christmasnearthebeach.com](http://www.christmasnearthebeach.com)
- Company logo on all produced publicity (printed, web, email blasts)
- Pre and post media coverage listed as a title sponsor.
- Opportunity for special social media blitz and email blasts.
- Listed as a title sponsor on all event related press releases.
- Full page ad in event program
- Postcard distribution includes rack card locations in the Hollywood parks and the Hollywood Chamber lobby as well as handouts during local events leading up to Christmas Near the Beach.
- Opportunity to provide gift bags to all of the children who visit St. Nick. Many are expected. (Over 400 families last year)
- Stage mentions throughout event day and logo slideshow.
- 10×20 marketing area with prime vendor spot location.

### SILVER SPONSOR ... \$1,500

- Logo/link on [www.christmasnearthebeach.com](http://www.christmasnearthebeach.com)
- Company logo on all produced publicity (printed, web, email blasts)
- Half page ad in event program
- Logo included on stage slideshow
- Stage mentions throughout event day
- 10×10 marketing area prime location.

### STAR SPONSOR ... \$800

- Logo/link on [www.christmasnearthebeach.com](http://www.christmasnearthebeach.com)
- Company logo on all produced publicity (printed, web, email blasts).
- Quarter page ad in event program
- 10×10 marketing area prime location.



## SPONSORSHIP PACKAGE

### COMMITMENT FORM

**YES, we're ready to support Christmas Near the Beach!**

\_\_\_ **Gold** (\$2,500) \_\_\_ **Silver** (\$1,500) \_\_\_ **Star** (\$800) \_\_\_ **Gift** \_\_\_\_\_ (Amount)

**Total amount due \$** \_\_\_\_\_.

*Please submit full payment and company logo as either a high resolution (300dpi) PDF or JPEG file by October 8, 2022.*

**Company or Individual Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-Mail of contact who will send Logo Art:** \_\_\_\_\_

**Company Website:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Make Checks Payable to:** Authentic Love Movement

**Name as it appears on the Credit Card:** \_\_\_\_\_

*Payments are accepted from Visa, Master Card, American Express, and Discover*

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



# SPONSORSHIP PACKAGE

## BOOTH INFORMATION

1. All booths must be presented and decorated in an attractive manner.
2. Vendors are required to submit a photo of products and if possible, a photo of their booth at previous events.
3. The Christmas Near the Beach committee will view all applications and determine whether submission is approved or disapproved.
4. Event will be held rain or shine.
5. Exhibitor is responsible for a professional display and keeping the assigned area clean throughout the evening. Each exhibitor shall return the assigned area to its original condition. Exhibitor booth cannot be broken down before 9PM. The booth must be fully vacated by 11:00PM December 17th, 2022.
6. Each selling exhibitor is responsible for collecting and remitting the proper Florida sales tax.
7. No alcoholic beverages.
8. Food trucks only. No Food Vendors will be accepted this year.
9. Limited electrical outlets are available and 110 outlet ONLY.  
You will have to provide your own 100 foot extension cord.
10. The Christmas Near the Beach committee reserves the right to ask the exhibitor to leave the show without a refund.
11. Cancellation and request for refund must be made prior to 12-noon November 12, 2022. A \$30 cancellation fee applies to all refunds. Any request for cancellation or request for refund after 12-noon November 12, 2022 will not include a refund.
12. Spaces are limited. Applications will not be accepted after November 29, 2022.

### **BOOTH SET UP: SATURDAY, DECEMBER 17, 2022 FROM 1:30PM TO 3:00PM. MUST BE READY AT 3:00PM FOR INSPECTION.**

1. Drive your car up onto the plaza area where the BIG Christmas tree is located, unload, and then park your vehicle. Staff will be there to instruct you as to where your booth space is located.
2. Set up your booth
3. Have a successful show
4. Tear down from 9PM to 11:00PM

### **MAIL APPLICATIONS TO**

Bianca Blake, Event Coordinator

[biancacntb@gmail.com](mailto:biancacntb@gmail.com) / (954) 552-4625

Christmas Near the Beach c/o Authentic Love Movement  
2650 Madison Street, Hollywood, FL, 33020

[www.christmasnearthebeach.com](http://www.christmasnearthebeach.com)

**INDEMNIFICATION AGREEMENT**

**THIS INDEMNIFICATION AGREEMENT** made and entered into this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, among the City of Hollywood, Florida, a municipal corporation of the State of Florida (“City”), and the City of Hollywood, Florida, Community Redevelopment Agency (“CRA”) and \_\_\_\_\_ (“Vendor”). I, \_\_\_\_\_,

*Vendor or Company Name*

individually and/or as the agent of the Vendor performing \_\_\_\_\_

*Service performed or Product being sold*

(“Services”) do hereby agree to indemnify and hold harmless the City, and CRA, their officers, agents, employees and contractors from and against any and all loss, damage, claim, demand, liability or expense by reason of any damage or injury to property or person which may be claimed to have arisen as a result of or in connection with the occupancy or use of said premises by Vendor performing Services. During the conduct of a

\_\_\_\_\_ at \_\_\_\_\_

*Name of Event Location of Event*

on the date \_\_\_\_\_. Such obligation to indemnify and hold harmless shall continue notwithstanding any negligence or comparative negligence on the part of the City and/or CRA relating to such loss or damage and shall include all costs, expenses and liabilities incurred by the City and/or CRA in connection with any such claim, suit action or cause of action, including the investigation thereof and the defense of any action or proceeding brought thereon and any order, judgment or decree which may be entered in any such action or proceeding or as a result thereof. These provisions shall survive the expiration or earlier termination of the use of premises. Nothing in this Agreement shall be construed to affect in any way the City nor the CRA’s rights, privileges, and immunities as set forth in Florida Statutes section 768.28.

**Signature** \_\_\_\_\_

**Print Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Daytime phone number** \_\_\_\_\_

**Email Address** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip Code** \_\_\_\_\_

*APPROVED AS TO FORM & LEGAL SUFFICIENCY For the use and reliance of the City of Hollywood, Florida, and The City of Hollywood, Florida, Community Redevelopment Agency only.* \_\_\_\_\_

DOUGLAS R. GONZALES, CITY ATTORNEY