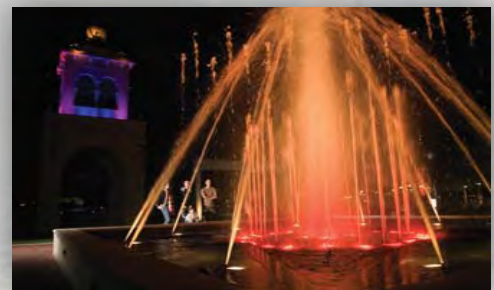


Uptown Altamonte

2011 Sponsorship Opportunities

The City of Altamonte Springs offers exciting and unique sponsorship packages for events in Cranes Roost Park. Along with the marketing and promotional exposure, your company will receive increased visibility within the community and will be a leader in bringing arts, entertainment and culture to the citizens of Central Florida. Events have a direct impact on the economic development of our City. Your support helps to make Altamonte Springs the best place to live, work and play in Central Florida.

To learn more about the sponsorship opportunities available, including the entire marketing packages for events in Cranes Roost Park, please contact the City of Altamonte Springs Events Management at 407-571-8180.
www.UptownAltamonte.com



Annual Events



Coppers-n-Choppers

February 26, 2011

The Altamonte Springs Police Department sponsors Coppers 'N Choppers Poker Run, Bike Show and Cruise-In. This unique event includes vendors, professional builders, bike exhibits, safety displays, a police motorcycle display, poker tournament, stunt shows and great food. Awards are given in many bike categories, and vendors display related products in this annual event.

2010 Premier Sponsors: Law Offices of Michael B. Brehne, P.A., 101.1 WJRR, Hooters, Emerson International, Inc., Lifestyle Family Fitness, Insta-Gator Choppers, LLC., Seminole Harley-Davidson, Bubbalou's Bar-B-Que, AT&T the Real Yellow Pages & Wayne Densch, Inc.

Attendance: 6000

Sponsor Levels: \$500 to \$10,000



Winestock

April 2, 2011

A marvelous evening of wine, entertainment, food and fun! Stroll along Cranes Roost Boulevard and enjoy a sampling of the many different wines from around the world. Whether you are new to the pleasures of wine or a wine connoisseur, the wine exhibits and seminar program will help expand your wine knowledge while enjoying the beautiful surroundings of Cranes Roost Park. Food and wine will also be available for purchase during the event. Some areas of this event require ticket purchase.

2010 Premier Sponsors: WineStyles, Lasik Plus Vision Center, Omaha Steakhouse, Cafe Murano & Clear Channel Radio

Attendance: 5,500

Sponsor Levels: \$5,000 to \$15,000



Weddings Around the World

TBD

Wedding gowns, fashions, decor, entertainment and gift ideas for diversified cultures. Weddings Around the World offers something for everyone! Fabulous prizes drawn throughout the day and a very special surprise grand prize. So come by and check out Central Florida's finest Wedding Industry Professionals; plus food, games and live entertainment.

2010 Premier Sponsors: Wedding Event Designers, Eagle Creek Golf Community, Progress Energy, The Lofts Apartments, Be Iced Diamonds, Central Florida Lincoln Mercury, David's Bridal, Martin Federal Credit Union, Lasik Plus Vision Center

Attendance: 2,500

Sponsor Levels: \$500 to \$5,000



Family Fest

May 14, 2011

Enjoy a fun, interactive festival focusing on kids, health, fitness and safety. Activities include live entertainment, fitness exhibitions, fishing derby, a kids play area, prizes, food, and many other activities. Vendors will sell and promote products for both children and adults along with items and ideas for a safer, "greener" lifestyle.

2010 Premier Sponsors: Lowe's, Mix 150.1 FM, Central Florida Zoo, Radio Disney, AT&T, Fun Bus, Emerson Plaza, Seminole County Woman Magazine, Florida Hospital- Altamonte

Attendance: 7,500+

Sponsor Levels: \$500 to \$10,000

Annual Events



Jazz Jams Uptown

May 21, June 18, July 16 & August 20, 2011

Smooth 103.1 WLOQ and the City of Altamonte Springs bring the regions most popular outdoor jazz concert series back for its sixth year. Join us in the Eddie Rose Amphitheater for great music, food, and fun featuring top local and nationally renowned artists. This free series consists of four Saturday evening concerts.

2010 Premier Sponsors: Mercedes, Brighthouse Networks, Mattamy Homes, Cafe Murano, Wayne Densch, Inc., Embassy Suites-Orlando North, Fidelity Investments & Emerson Plaza
Attendance: 5000+ per show
Sponsor Levels: \$2,400 to \$15,000



Red Hot & Boom

July 3, 2011

The City of Altamonte Springs and radio partner XL 106.7 FM present Central Florida's best Independence Day celebration. The event includes internationally known live entertainment, kid's play areas, food, vendor booths and the areas largest fireworks display. Market your business or organization with one of the largest and most successful events in the region.

2010 Premier Sponsors: Emerson International Inc., Brighthouse Networks, Omaha Steakhouse, Cafe Murano, McCafe, Trustco Bank, Florida Hospital-Altamonte, XL106.7
Attendance: 100,000+
Sponsor Levels: \$5,000 to \$15,000



Halloween at Cranes Roost

October 31, 2011

Halloween at Cranes Roost is a community oriented door to door trick-or-treat alternative for kids, sponsored by the City of Altamonte Springs. The 15th Annual Halloween event features local businesses sponsoring booths to hand out candy and trinkets to an estimated 15,000 kids. This is the areas largest Halloween event with contests entertainment, and food.

2010 Premier Sponsors: BB&T, HGR Construction, MIX 105.1, & Altamonte Mall
Attendance: 20,000+
Sponsor Levels: \$500 to \$10,000



Light Up the Holiday's Presented by Progress Energy

December 3, 2011

Join in the fun as the City of Altamonte Springs and Progress Energy brighten the holiday season with the tenth annual lighting of Cranes Roost Park. Visit the areas largest Christmas tree, as well as over 200,000 holiday lights on displays around the park. Activities all month long include the Holiday Fountain Shows, holiday movies, photos with Santa, and live entertainment.

2010 Premier Sponsors: Progress Energy, Magic 107.7, Florida Hospital, Geico, AT&T, SeaWorld, The Lofts Apartments, Cafe Murano & Emerson Plaza
Attendance: 16,000
Sponsor Levels: \$5,000 to \$15,000

Ongoing Opportunities



Choreographed Dancing Fountain Show **Nightly Shows**

Cranes Roost Park features a choreographed fountain program that performs multiple shows nightly. This one of a kind water, light and music show is a favorite of young and old alike. This is a year long opportunity for sponsors to reach thousands of park patrons via the park broadcast system as well as the fountain messaging system.

2010 Sponsor: Embassy Suites
Attendance: 100,000+
Sponsor Package: \$5,000 to \$15,000



Pet Walk Sponsor **Daily**

Cranes Roost Park is pet friendly in most areas. The pet walk path is conveniently mapped out and posted on signage throughout the park, along with pet stations to help patrons with clean up and disposal of pet waste. The park is popular with pet owners for the beautiful scenery, convenient pet stations and wide exercise paths.

2010 Sponsor: Altamonte Animal Clinic
Park Attendance: 500,000+
Sponsor Level: \$5,000 - \$10,000



Friday Night Live **Weekly**

The areas best local and regional bands perform in the Eddie Rose Amphitheater on Fridays. Admission is free and the crowds are very appreciative of the many talents the artists have to offer. Many local patrons make this event a weekly stop.

Sponsorships are available in monthly, quarterly and annual packages
36 Events Scheduled for FY2010/11
Attendance: 250 to 1000 (weekly)
Sponsor Levels: \$5,000 to \$50,000



Cranes Roost Sunset Cinema **Monthly**

Cranes Roost Sunset Cinema is one of our newest additions and has already become a great hit. Each month a new movie will be shown in the Plaza, allowing families to come out with their blankets and chairs and enjoy a movie under the stars.

2010 Sponsor: St. Stephen Lutheran Church
10 Events Scheduled for FY2010/11
Attendance: 250 per show



Uptown Open Mic Presented by Altamonte Springs Baptist Church **Monthly**

Enjoy a fun, interactive event for current and future stars. This event allows patrons of all ages to join local musicians, poets, artists, and many other types of creative entertainers and perform in front of a live audience. A great opportunity to provide an arts platform to the local community while enjoying the marketing rewards of sponsoring such an event.

2010 Premier Sponsor: Altamonte Springs Baptist Church
10 Events Scheduled for FY2010/11
Attendance: 50 to 250