

2022 SPONSORSHIP PROGRAM

www.jupiter.fl.us/Sponsorship

Be Uniquely Jupiter with Us!

There are a number of things that make Jupiter a unique place to live, work and play. With roughly 235 days of sunshine per year, Jupiter residents love to soak up the sun at our beaches, our parks and our many outdoor events!

Common Sponsor Questions

What does a standard table include?

The Town provides a 10x10 space per sponsor as well as a 6-foot table and two chairs. If you need anything in addition to that or would like to bring anything that would require extra space, you will need to reach out to the event coordinator for approval.

How do I sign up and how does payment work?

You will sign up for a sponsorship by going online to www.jupiter.fl.us/Sponsorship and filling out the sponsorship agreement. After the agreement is filled out, the sponsorship coordinator will send you a link for the payment.

Can I pay for the sponsorship with in-kind goods?

The Town accepts in-kind sponsorships dollar for dollar. In-kind sponsorships are only accepted if the in-kind item is needed for the event and helps to offset cost in some aspect. For example, for 50+ Bingo, food is needed for the event and that cost would go toward the cost of the sponsorship itself.

Can you share a sponsorship with another business?

No, each business must purchase their own sponsorship. You may request to be next to another business at an event.

Do you offer exclusivity?

For certain events, the Town offers exclusive top sponsorships. This is a first come, first served spot. However, for other sponsorships, while the Town gives preference to Jupiter businesses, it do not offer exclusivity to a sponsor.

Can any business be a sponsor?

Organizations with business coming before Town commissions, boards or committees within 12 months of signing the sponsorship agreement are not eligible for any Town sponsorships.

Event Rules

- No balloons allowed at any event.
- Food provided by sponsor is only allowed if approved by event coordinator and sponsor must provide the Town a Certificate of Insurance.
- The Town is working toward reducing single-use plastic. Its PURE campaign supports that goal. The Town asks that sponsors not bring plastic water bottles and minimize use of other single-use plastics to events as part of this initiative.
- Sponsors need to arrive at their assigned time to ensure they will receive placement and be able to drop off materials.
- The event coordinator has final approval on the location of sponsors at events.

You can find the complete sponsorship policy online at www.jupiter.fl.us/sponsorship. All sponsor benefits named in this book are provided at the discretion of the Town and may be subject to proper timing and availability. If you have any questions, please don't hesitate to contact our Sponsorship Coordinator at **561-741-2365**.

Beacon Partner - \$5,000

As a Beacon Partner, your business receives optimum marketing opportunities across all target audiences at our most popular, most-attended events. Event selection for the Town's Beacon Partners is during the Town's in-season to ensure maximum community exposure for partners.

Jupiter Jubilee
Saturday, February 5, 2022
5,000 attendees

Touch-a-Truck
November 2022
5,000 attendees

Coastal Fest
Spring 2022
3,000 attendees

Fall Fest
October 2022
3,000 attendees

Trick-or-Treat Bash
October 2022
1,000 attendees

Snow Place Like Jupiter
December 2022
2,500 attendees

Beacon Partner Benefits

Beacon Partner appreciation gift
Standard table at each event listed above
Logo in print advertisements for any applicable event (Palm Beach Post, Best Version Media or similar)
Logo included in event email marketing campaigns for each event (distributed to approximately 28K)
Designated appreciation in post-event social media post for each event
Logo included in Town Times quarterly newsletter (distributed to approximately 35K 4x/year)
Hyperlinked logo on sponsorship webpage
Hyperlinked logo on each event webpage
Logo/name included on promotional outdoor signage for each event
Logo on marketing collateral for each event (*posters, flyers*)
Individual Banner or signage at each event
Business name and appreciation announced during DJ announcements at each event
Logo included on the back of the Turtle Trot t-shirt

Don't have a \$5,000 marketing budget?

No problem. Consider an **individual event sponsorship** for one of our larger community events.

Jupiter Jubilee

Saturday, February 5, 2022

5,000 attendees

Abacoa Community Park

The Jupiter Jubilee is the Town's annual hometown celebration. The Jupiter Jubilee is a free community event featuring live music, entertainment, a food court, a civic fair, a K-9 demonstration and a kids adventure area.

The following sponsor levels and benefits are available for those who sponsor the annual Jupiter Jubilee.

Kids Zone and Stage Sponsor Benefits - \$3,000 (There are four Kids Zone Sponsorships and one Stage Sponsorship available.)

Prime table placement at event

Logo included in one edition of Town Times quarterly newsletter (*distributed to approximately 35K*)

Logo included on promotional outdoor signage

Banner or signage at event

Logo included in event email marketing campaigns

Designated appreciation in post-event social media post

Hyperlinked logo on event webpage

Logo on marketing collateral (*posters, flyers*)

Logo on combined banner or signage at event

Business name and appreciation announced during DJ announcements

Presenting Sponsor Benefits - \$2,500

Logo included in one edition of Town Times quarterly newsletter (*distributed to approximately 35K*)

Logo included on promotional outdoor signage

Banner or signage at event

Logo included in event email marketing campaigns

Designated appreciation in post-event social media post

Hyperlinked logo on event webpage

Logo on marketing collateral (*posters, flyers*)

Logo on combined banner or signage at event

Business name and appreciation announced during DJ announcements

Standard table at event

Premier Sponsor Benefits - \$1,000

Logo included in event email marketing campaigns

Hyperlinked logo on event webpage

Logo on marketing collateral (*posters, flyers*)

Logo on combined banner or signage at event

Business name and appreciation announced during DJannouncements
Standard table at event

Sustaining Sponsor Benefits - \$750

Hyperlinked logo on event webpage
Business name and appreciation announced during DJannouncements
Standard table at event
Business name included in event email marketing campaigns

Jupiter Jubilee is the biggest event of the year, but you can reach between 2,500 to 5,000 residents at each of these three great events.

Coastal Fest

Spring 2022
3,000 attendees
Plaza Down Under on the Riverwalk

Coastal Fest embodies all things uniquely Jupiter, where the wild and scenic Loxahatchee River meets the Atlantic Ocean. This festival showcases the Town's coastal life from local food vendors and brewers to local eco-adventure merchants.

Fall Fest

October 2022
3,000 attendees
Plaza Down Under on the Riverwalk

Jupiter may not have turning leaves, but everyone knows nothing beats fall in Florida! This festival kicks off the fall season and celebrates the return of the Town's fabulous seasonal residents. Fall Fest features live music, brews and food and a very special kids fall carnival.

Touch-a-Truck

November 2022
5,000 attendees
Location TBD

One of the Town's most popular events for kids, Touch-a-Truck lets the kiddos climb into the driver's seat! From first responder cars, ambulances and fire trucks, to farming and construction equipment, the variety of trucks to check out is endless. A special part of this event is the horn-free hour for those with sensitive ears or special needs, ensuring Touch-a-Truck is inclusive for everyone!

Snow Place Like Jupiter

December 2022
2,500 attendees
Abacoa Community Park

Break out the mittens and coats and come play in REAL SNOW at Snow Place Like Jupiter. This free, family- friendly event at Abacoa Community Park also features live music, character meet and greets and a holiday movie.

The following sponsor levels and benefits are available for those who sponsor Touch-a-Truck, Coastal Fest, Fall Fest or Snow Place Like Jupiter.

Presenting Sponsor Benefits - \$1,500 (There is one presenting sponsorship available for each of these events)

Logo included in one edition of Town Times quarterly newsletter (*distributed to approximately 35K*)

Logo/name included on promotional outdoor signage

Banner or signage at event

Logo included in event email marketing campaigns

Designated appreciation in post-event social media post

Hyperlinked logo on event webpage

Logo on marketing collateral (*posters, flyers*)

Logo on combined banner or signage at event

Business name and appreciation announced during DJ announcements

Standard table at event

Premier Sponsor Benefits - \$750

Hyperlinked logo on event webpage

Logo on marketing collateral (*posters, flyers*)

Logo on combined banner or signage at event

Business name and appreciation announced during DJ announcements

Standard table at event

Sustaining Sponsor Benefits - \$500

Hyperlinked logo on event webpage

Business name and appreciation announced during DJ announcements

Standard table at event

Turtle Trot

May 7, 2022

1,000 attendees

Ocean Cay Park

Want to sponsor a fun and traditional event in its 30th year?

Consider an individual event sponsorship for our annual Turtle Trot 5K Race.

The annual Turtle Trot 5K Race is one of the most popular races in northern Palm Beach County. Turtle Trot features the classic 5K race, a special Kids Fun Run and post-race celebration at Ocean Cay Park for winners and participants.

The following sponsor levels and benefits are available for those who sponsor the annual Turtle Trot 5K Race.

Sustaining Sponsor Benefits - \$750 (There are two sustaining sponsorships available)

- Logo included in event email marketing campaigns
- Designated appreciation in post-event social media post
- Hyperlinked logo on event webpage
- Logo on marketing collateral (*posters, flyers*)
- Logo on combined banner or signage at event
- Business name and appreciation announced during DJ announcements
- Standard table at event
- Five free entries into the race

Contributing Sponsor Benefits - \$500 (There are five contributing sponsorships available)

- Logo on combined banner or signage at event
- Business name and appreciation announced during DJ announcements
- Standard table at event
- Five free entries into the race
- Hyperlinked business name on event webpage

Supporting Sponsor Benefits - \$250

- Hyperlinked business name on event webpage
- Standard table at event

Advocate Sponsorship – Up to \$100 (in-kind only)

- Hyperlinked business name on event webpage

Water Sponsor - \$500 (There are two water sponsorships available)

- Placement at the finish line with water
- Sandwich board with the company's logo on it positioned along the route by a water station
- Hyperlinked business name on the event webpage
- Five free entries into the race
- Business name and appreciation announced during DJ announcements
- Logo on combined banner or signage at event

Larger Family-Friendly Events

If your budget is less than \$1,000, but you want to reach Jupiter families and kids, consider sponsoring one of our larger family-oriented events.

Easter Egg Hunt

April 2022

2,500 attendees
Jupiter Community Park

Jupiter's annual Easter Egg Hunt is a tradition for so many Jupiter families. While the event only lasts two hours, it draws a larger crowd every year. This free event includes special features for children with disabilities, making it one of the most accessible and inclusive egg hunts in the County.

Trick-or-Treat Bash

October 2022
2,000 attendees
Jupiter Community Center

This kooky (not spooky!) Halloween extravaganza features trick-or-treating, bounce houses, games and activities for kids of all ages. This event is free for the community, and also features the Teal Pumpkin Project so that even our allergen sensitive kiddos can enjoy trick-or-treating fun!

Family Movie Night

Each month January through March
250-500 attendees
Abacoa Community Park

This free outdoor movie series is held at the Abacoa Community Park fields and is the perfect family night out! These family-friendly movies will be shown on a two story-inflatable screen! This event is a great way to get your business out in front of Jupiter families.

The following sponsor levels and benefits are available for those who sponsor one of our larger family-oriented events.

Sustaining Sponsor Benefits - \$750

- Logo included in event email marketing campaigns
- Designated appreciation in post-event social media post
- Hyperlinked logo on event webpage
- Logo on marketing collateral (*posters, flyers*)
- Logo on combined banner or signage at event
- Activity table at event

Contributing Sponsor Benefits - \$500

- Business name on combined banner or signage at event
- Activity table at event
- Business name on marketing collateral (*posters, flyers*)
- Hyperlinked business name on event webpage

Supporting Sponsor Benefits - \$250

- Activity table at event

50 Plus Events

There is no mistaking that Jupiter is home to a vibrant, active 50+ community.

It's no wonder when you consider that 8 in 10 residents gave excellent or good ratings to Jupiter as a place to retire.

50 Plus Event Bundle

Spring (January through March), Summer (April through July) and Fall (September through November)

Jupiter Community Center

This sponsorship will allow sponsors to participate in events for the 50+ population during a specific season - Spring, Summer or Fall. Events will include dances, bingo, and movie matinees.

Movie Matinee Series

Thursdays throughout the year

100 attendees

Jupiter Community Center

The Movie Matinee Series is very popular with our 50+ community. Offered once a month, there isn't a better way to beat the Florida heat than a free matinee showing in our cool auditorium. Complimentary popcorn and lemonade are part of this fun event too.

There are three bundle times for this event series - Spring (January through March), Summer (April through July) and Fall (September through November)

*Attendance is about 100 per showing for movie matinees, with the exception of the summer months. Attendance numbers are slightly lower during this time, therefore the summer sponsor has the benefit of one additional movie showing. There are no showings in August or December.

Dances

100 to 150 attendees

Big Band Dances

January, February and March 2022

Jupiter Community Center

Friday Night Dance Parties

January, February, March, October and November 2022

Jupiter Community Center

While the music may differ, our Community Center dances attract a lively crowd that likes to boogie! From big band swing to the hits of the 60s & 70s, our dances bring out the most active in our community!

The following sponsor levels and benefits are available for those who sponsor our vibrant 50+ events.

Contributing Sponsor Benefits - \$500

Logo name on marketing collateral (*posters, flyers*)
Hyperlinked logo on event webpage
Designated appreciation in post-event social media post
Standard table at event

Supporting Sponsor Benefits - \$250

Logo name on marketing collateral (*posters, flyers*)
Hyperlinked logo on event webpage
Designated appreciation in post-event social media post
Standard table at event

Advocate Sponsorship – Up to \$100 (in-kind only)

Hyperlinked business name on event webpage

Skate Park Events

Skate Park events are a great way to reach an active group of Jupiter families and kids!
Consider an individual event sponsorship for one of our Skate Park events.

Bowl-B-Que

April 2022
150 attendees
Jupiter Skate Park

You won't want to miss this annual skate competition! Bowl skaters from the area come out to show off their bowl skills and compete for prizes.

Jupiter BMX Jam

September 2022
150 attendees
Jupiter Skate Park

This event is sure to draw a crowd and has become a community staple. Don't miss being part of it!

Halloween Skate Contest

October 2022
150 attendees
Jupiter Skate Park

Let's get spooky! This Halloween-themed skate contest is a fun event where skaters compete in costumes! This is a great opportunity to get in front of local skaters.

Halloween Scooter Contest

October 2022

150 attendees

Jupiter Skate Park

Let's get spooky! This Halloween-themed scooter contest is a fun event where participants compete in costumes!

The following sponsor levels and benefits are available for those who sponsor one of our Skate Park events.

Sustaining Sponsor Benefits - \$500

Logo on t-shirt (*when applicable*)

Logo included in event email marketing campaigns

Logo included on marketing collateral (*posters, flyers*)

Hyperlinked logo on event webpage

Logo on combined banner or signage at event

Designated appreciation in post-event social media post

Standard table at event

Contributing Sponsor Benefits - \$300

Business name included in event email marketing campaigns

Business name included on marketing collateral (*posters, flyers*)

Hyperlinked business name on event webpage

Business name on combined banner or signage at event

Designated appreciation in post-event social media post

Standard table at event

Supporting Sponsor Benefits - \$250

Hyperlinked business name on event webpage

Standard table at event

Advocate Sponsorship – Up to \$100 (in-kind only)

Hyperlinked business name on event webpage

Skate Park Event Bundle - \$1,000

April, September and October

450 attendees

Jupiter Skate Park

This sponsorship is for a Sustaining Sponsor level for Bowl-B-Que, Jupiter BMX Jam, Halloween Skate Contest and Halloween Scooter Contest. Sponsors will receive all the benefits of the Sustaining level for all three events at the skate park.

Sponsor Our Volunteers - \$250 to \$500

The following sponsor levels and benefits are available for those who sponsor our volunteers for one year.

The Town of Jupiter sends out a call for volunteers for more than eight Town events throughout the year. This sponsorship gives you the opportunity to be represented at all of the Town's major events, and shows your dedication to public service in our community!

Due to printing deadline, you must sign up for this sponsorship by January 10, 2022 to be included on the 2022 shirts.

Presenting Sponsor Benefits - \$500

Logo on volunteer t-shirts

Logo included in volunteer recruitment emails

Logo included in thank you email to volunteers

Recognition in volunteer article in one edition of Town Times (*distributed to approximately 35k*)

Logo on volunteer webpage

Name on check-in signage

Premier Sponsor Benefits - \$250

Business name on volunteer t-shirts

Business name included in volunteer recruitment emails

Business name included in thank you email to volunteers

Recognition in volunteer article in one edition of Town Times (*distributed to approximately 35k*)

Logo on volunteer webpage

Name on check-in signage

Photography Sponsorship

This sponsorship is an in-kind sponsorship. The Town will offer the below benefits in exchange for professional photos. Below is a list of some of the items the Town will need photographs of divided into major and minor categories. For the sponsorship, photographers will pick three major items and one minor item from below in exchange for the benefits mentioned. Also, photographers will agree to provide services for miscellaneous Town events, based upon their availability. Each photography sponsor will set up their individual agreement with the sponsorship coordinator. Each year, there can be up to four photography sponsors.

All photographs taken as part of the sponsorship will be owned by the Town of Jupiter. All photos should be provided without a watermark or branding on them. Photographers will be recognized through the sponsorship benefits.

Major Items: Jupiter Jubilee, Easter Egg Hunt, Coastal Fest, Turtle Trot, Fall Fest, Kooky Halloween, Snow Place Like Jupiter and Touch-A-Truck

Minor Items: Family Movie Night Series, Senior Events, Skate Events, Police Department Events, Toddler Recreational Events, and Staff and Council Headshots

Photography Sponsorship Benefits

Standard table at each event listed on page 2

Logo included in event email marketing campaigns for each event (distributed to approximately 28K)

Designated appreciation in post-event social media post for each of the six events

Logo included in Town Times quarterly newsletter (distributed to approximately 35K 4x/year)

Hyperlinked logo on sponsorship webpage

Hyperlinked logo on each of the six event webpages

Logo/name included on promotional outdoor signage for each of the six events

Logo on marketing collateral for each of the six events (*posters, flyers*)

Individual Banner or signage at each of the six events

Business name and appreciation announced during DJ announcements at each of the six events

Logo included on the back of the Turtle Trot t-shirt

Banner Program -\$500

Market your business every day of the year with an annual banner space at Jupiter's popular Skate Park.

Annual reach of more than 10,000 people.

Banner design and types:

- Size: 60 inches wide by 40 inches tall.
- Banners will be designed and printed by the Town of Jupiter with sponsor input.
- Banner will be printed on one side and made of vinyl.
- Banners will include full color logos and text (the sponsor will provide its logo in a high-resolution digital form).

Banner Location:

The banners will be placed along the fence surrounding the Skate Park located in Abacoa Community Park, 1501 W. Frederick Small Road.

Conditions:

- Sponsored banners will remain installed for one year from the day of installation.
- The Town of Jupiter is not liable for any damage or loss to the sponsored banner due to vandalism, theft or extreme weather. If a banner needs to be replaced more than twice, the Town of Jupiter will coordinate the replacement of missing or damaged signs should the sponsor choose to pay a \$40/sign replacement fee.
- The Town reserves the right to temporarily remove a banner due to extreme weather.
- Location of the banner in the park is at the discretion of the Town.

The cost is \$500 per year

Drop Savers Sponsorship

Participation of 1,500 to 2,000

Early 2022

All around Town

Want to support a community contest and a great cause? Then this is the best fit for your business!

In partnership with the Florida Section of the American Water Works Association, the Town of Jupiter Utilities participates in the annual Drop Savers Poster Contest. The contest allows participants to have fun while promoting the importance of water conservation. Each participant must submit an entry on a letter size paper showing a slogan or drawing (or combination) of a water conservation idea. The sponsorships below will support this event by providing prizes to winners and provide needed event supplies. Out of the submissions, there are 15 selected winners - a first, second and third place winner for each division.

The following sponsor levels and benefits are available for those who sponsor the Drop Savers contest. Preference is given to businesses actively taking steps to help with water conservation.

Contributing Sponsor Benefits - \$500

Recognized in one edition of the Town Times (*distributed to approximately 35k*)

Hyperlinked logo on event webpage

Logo on marketing collateral (*posters, flyers*)

Opportunity to provide 15 promotional items to be given to contest winners

Logo included on email campaigns

Recognized at the award ceremony at Town hall

Supporting Sponsor Benefits - \$250

Hyperlinked Business name on event webpage

Business name on marketing collateral (*posters, flyers*)

Opportunity to provide 15 promotional items to be given to contest winners

Business name included on email campaigns

Recognized at the award ceremony at Town hall

Advocate Sponsorship – Up to \$100 (in-kind only)

Hyperlinked business name on event webpage

Recognized at the award ceremony at Town hall

The Town is specially looking for in-kind goodie bag items for the 15 winners of the contest. It could be a gift card, a coupon or a small item.

Thank You for considering the Town of Jupiter Sponsorship Program for your marketing needs. The Town hopes its opportunities align with your target audience and marketing budget.

If you didn't find what you were looking for, please don't hesitate to contact the Sponsorship Coordinator at 561-741-2365. The Town of Jupiter offers a number of programs and events, not all of which can be captured here. We'll do our best to help you focus your promotional efforts on your ideal audience within your marketing budget.