

Town of Windermere Food Truck Nights

2024/2025 Sponsorship Opportunities

Windermere hosts monthly Food Truck events January through December each year.

Events are generally held the 4th Friday of the month from 5:30pm – 9:30pm.*

Attendance ranges from 1,400 to 4,000 and includes locals and visitors from across West Orange County. (**Events are not held the months of June, July, or August**)

Sponsorship Opportunities Contact:

Lilian Colli, Executive Assistant

colli@town.windermere.fl.us / 407-876-2563 ext. 5321



***Due to the Holidays December and November might be held at the 3rd Friday of the month. November & September will begin at 5 pm. Town Staff will inform any changes in dates/times.**

Diamond Sponsor - \$2,500

Annual sponsorship opportunity; only 2 available per year.

- ❖ Booth (up to 20x20) at every regular Food Truck Event – about 9 for a 12-month period;
- ❖ Business logo/name included and linked on all applicable Windermere Food Truck Night platforms:
 - Social Media (Facebook, Instagram)
 - Town of Windermere website
 - Flyers
 - Banners
 - Quarterly publication, *Windermere Gazette*
 - Band, DJ, and/or MC will announce sponsorship during event

Platinum Sponsor - \$1,000

3-month sponsorship opportunity - **cannot be used September, October and November.**

- ❖ Booth (up to 10x10) at every Food Truck Event for one quarter
- ❖ Business logo/name included and linked on all applicable Windermere Food Truck Night platforms:
 - Social Media (Facebook, Instagram)
 - Town of Windermere website
 - Flyers
 - Quarterly publication, *Windermere Gazette*
 - Band, DJ, and/or MC will announce sponsorship during event

Gold Sponsor - \$750

1-month sponsorship opportunity – 1 participation **September – December.** We tend to have higher crowds during these months:

- **September** – *National Night Out* recognizing law enforcement and first responders. Various agencies are present with kids' activities. At the 2022 event we had approximately 3,000 attendees.
- **November** – *Light Up Windermere.* The biggest event of the year, at the 2022 event we had approximately 4,000 attendees. *May be held on the 3rd Friday and have an earlier start time. Town Staff will confirm at the time of signing.*
- ❖ Booth (up to 10x10) at one Food Truck Event during the months of September - December
- ❖ Business logo/name included and linked on all applicable Windermere Food Truck Night platforms:
 - Social Media (Facebook, Instagram)

- Town of Windermere website
- Flyers
- Quarterly publication, *Windermere Gazette*
- Band, DJ, and/or MC will announce sponsorship during event

Silver Sponsor - \$500

1-month sponsorship opportunity; January - December. **Not available September and November.**

- ❖ Booth (up to 10x10) at one Food Truck Event during the months of January - August
- ❖ Business logo/name included and linked on all applicable Windermere Food Truck Night platforms:
 - Social Media (Facebook, Instagram)
 - Town of Windermere website
 - Flyers
 - Band, DJ, and/or MC will announce sponsorship during event

Community Partner - \$250 and a pre-approved youth activity* for better crowd interaction.

1-month sponsorship opportunity; available January through December – May. Not available September or November.

- ❖ Booth (up to 10x10) at one Food Truck Event

**Examples of Pre-Approved Youth Activities: Face-Painting, Ballon Making, Popular Characters (so kids can take pictures with), Popcorn and/or Cotton-Candy Machine, Fair Games.*

Sponsorship Agreement

Business Name: _____

Sponsorship Level: _____ **Month(s) Requested:** _____

- Diamond \$2,500
- Platinum \$1,000
- Gold \$750
- Silver \$500
- Community Partner \$250 (See also youth activities)*

Website: _____

Social Media Handles

Facebook: _____ **Instagram:** _____

Contact Name: _____

Contact Phone: _____ **Contact email:** _____

Please initial each statement below

_____ Payment and agreement will be due one month prior to event date(s) requested.

_____ Please make checks payable to the Town of Windermere. Mail or deliver to:

Town of Windermere
ATTN: Lilian Colli
614 Main Street
Windermere, FL 34786

_____ Please email a JPEG, PDF, or PNG version of your logo to Lilian Colli one month prior to the event date(s) requested: colli@town.windermere.fl.us

_____ The Town of Windermere reserves the right to cancel events up until and including the day of the event for any reason.

_____ In the event that the Town of Windermere cancels an event, sponsorship dates will be rescheduled in lieu of a refund.

_____ The Town of Windermere makes no guarantee of crowd attendance.

_____ The Town of Windermere is not responsible for any loss or damage incurred while attending Food Truck Night events.

_____ Events will begin at either 5:00pm or 5:30pm. The Town will advise of a particular month's start time. Set up should be complete 30 minutes prior to the event's start. Load-in might begin at 2:30pm.

_____ Events end at 9:30pm. Tear down should be complete by 10:00pm.

_____ Sponsor will provide their own tent and decorations. Sponsor will advise if/how many tables and chairs are needed, and the Town will provide.

_____ The Town will take reasonable steps to reserve at least 1 parking spot per sponsor; however, the Town cannot guarantee the location of the parking spots.

**I have read, understand, and agree to the information provided
in this agreement, as well as the statements above:**

Sponsor Signature: _____ **Date:** _____

Staff Signature: _____ **Date:** _____

Type of Payment: _____ **Amount:** \$ _____ **Date Paid:** _____