



P A L M H A R B O R

HERO FEST



**Sponsorship
Deck**



Our Team



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Creator & PR

Pinellas County Veterans Association-President

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Community Resources & PR

Palm Harbor Chamber-CEO/President

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**Event Producer & Vendor/Sponsorship
Manager** In Alignment Collective-Owner

Suzann Painter

Permits & Logistics

Car Shows For Charity-Owner

Luiz Silva

Marketing & Graphics

AVS Media Solutions-Owner

The Who & When

The Pinellas County Veterans Association, in proud partnership with the Palm Harbor Chamber of Commerce, is honored to present the First Annual Palm Harbor Hero Fest—a celebration of our hometown heroes.

Saturday, May 17

 **Downtown Palm Harbor**  **Event 12-10pm**

Join us as we celebrate & honor all of our hometown heroes that keep us safe!

This is a family friendly event will be filled with vendors, exhibitions, music & activities for all ages

SATURDAY

MAY

17

12-10PM



The Details



The Hero Fest is a tribute to the brave men and women who selflessly serve our community and our nation, from the dedicated first responders of the Pinellas County Sheriff's Department, Fire Rescue, and EMS, to the courageous military veterans who have sacrificed so much for our freedoms. These are the individuals who put their lives on the line every day to ensure our safety, our security, and our way of life—and it is our duty to recognize, honor, and celebrate their service.

Founded as an outreach arm of the Palm Harbor Chamber of Commerce, the Pinellas County Veterans Association (PCVA) is committed to providing vital resources to veterans through collaboration, partnerships, and an unyielding reverence for their sacrifices. Through initiatives like creating Walls of Honor, sharing stories of local heroes in our publication Veteran Voices, and commissioning a Purple Heart Park in the heart of Palm Harbor, the PCVA has remained steadfast in its mission to serve and honor those who have served us.

The Palm Harbor Hero Fest is more than an event—it is a heartfelt expression of gratitude. It is an opportunity for our community to come together to say thank you to those who serve and protect us. As a 501(c)(3) nonprofit organization, the PCVA is proud to donate proceeds from this event to multiple charities and foundations that directly support our heroes.

Your participation and support will not only honor these extraordinary men and women but will also help us give back to those who have given us so much. Together, we can ensure that their sacrifices are never forgotten, and their dedication to our communities is met with the appreciation and respect they deserve.

We invite you to join us in celebrating our hometown heroes—our first responders, our veterans, and the true spirit of service that unites us all. Your presence will make a difference.

Let us come together to honor, remember, and give back.

The Highlights

Expecting 5000+ Community Attendees

Event is FREE to attend.

Event Highlights:

- **Walls of Honor:** Creating walls within assisted living & retirement facilities throughout the county. Honoring & Keeping Reverence for those who have served.
- **Veteran Voices:** Sharing stories of service in a dedicated annual publication
- **Live Entertainment:** Bands, speakers, and performers
- **Vendor Marketplace:** Over 100 booths showcasing local businesses who support our heros
- **Interactive Activities:** Honor Guard, photo opps, kid-friendly activities, health checks, K-9 Unit, Touch-A-Truck, and more
- **Food & Beverage:** Local downtown restaurant participation, local brewery & bar popups, food trucks
- **VIP Lounge:** Exclusive access with premium seating, food, drinks, and restrooms
- **Fly Overs:** Coast Guard

***Certain sponsors will receive access to VIP area with sponsorship purchase.**

VIP tickets will also be sold to the community for a fee.

Top Sponsorships

Presenting Sponsor: \$15,000

Exclusivity: One slot only

Event Recognition: “Event Presented by (Your Company)” on all marketing materials.

Signage: Premium placement on stage & VIP areas

Marketing Exposure: Logo on website, social media, event flyer, emails, apparel, and all event materials

Acknowledgment: Live stage acknowledgment during the event

VIP access: 10 VIP wristbands with access to the sponsor lounge and designated tables (1,500 value)



Goodie Bags: Ability to include branded item into VIP bags (you supply item)

Video Spotlight: Social media video feature showcasing sponsors business's involvement (can be used by all parties involved for extra exposure)

Booth Space: Ability to have up to 5 booth spaces (10x50) if choose to (\$1,000 value)

Top Sponsorships

VIP Sponsor: \$10,000
- More than one accepted

Event Recognition: “VIP Sponsor” on all marketing materials.

Signage: Premium placement in VIP areas

Marketing Exposure: Logo on website, social media, event flyer, and emails

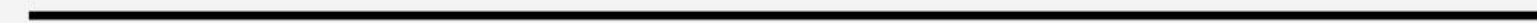
Acknowledgment: Live stage acknowledgment during the event

VIP access: 10 VIP wristbands with access to the sponsor lounge and designated tables (1,500 value)



Goodie Bags: Ability to include branded item into VIP bags (you supply item)

Booth Space: Ability to have up to 3 booth spaces (10x30) if choose to (\$600 value)



Top Sponsorships

Stage Sponsor: \$10,000

- More than one accepted

Event Recognition: “Stage Sponsor” on all marketing materials.

Stage Branding: Prominent signage on and around stage

Marketing Exposure: Logo on event materials, website and social media

Acknowledgment: Live stage acknowledgment during the event

VIP access: 10 VIP wristbands with access to the sponsor lounge and designated tables (1,500 value)

Booth Space: Ability to have up to 2 booth spaces (10x20) if choose to (\$400 value)



Top Sponsorships

Gold Sponsor: \$5,000

- More than one accepted

Marketing Exposure: Logo on event materials, website and social media

Acknowledgment: Live stage acknowledgment during the event

VIP access: 5 VIP wristbands with access to the sponsor lounge (\$750 value)

Booth Space: Ability to have up to 1 booth spaces (10x10) if choose to (\$200 value)

Silver Sponsor: \$2,500

- More than one accepted

Marketing Exposure: Logo on event materials and website

VIP access: 2 VIP wristbands with access to the sponsor lounge (\$300 value)

Booth Space: Ability to have up to 1 booth spaces (10x10) if choose to (\$200 value)

Bronze Sponsor: \$1,000

- More than one accepted

Marketing Exposure: Logo on event materials and website

VIP access: 1 VIP wristbands with access to the sponsor lounge (\$150 value)

Booth Space: Ability to have up to 1 booth spaces (10x10) if choose to (\$200 value)

Hero Sponsorships



Hero Sponsors: \$5,000
- More than one accepted

Pinellas County Sheriffs Office: \$5k

Palm Harbor Fire Rescue: \$5k

Pinellas County Veterans Association: \$5k



Giveback: 20% of sponsorship goes to the charity benefiting the chosen organization above

Marketing Exposure: Logo on event materials and website, T-shirts, and stage signage

Acknowledgment: Live stage acknowledgment

Booth Space: Ability to have up to 1 booth spaces (10x10) if choose to (\$200 value)

Additional Sponsorships



T-shirt Sponsors: \$3,000

Exclusive Branding: Logo prominently displayed on event t-shirts

Marketing Exposure: Logo on event materials and website

VIP Access: 5 VIP Wristbands (\$750 value)

Booth Space: 1 booth space (10x10) (\$200 value)

Parking Area Sponsor: \$2500

Exclusive Branding: Logo prominently displayed in Health Corner areas

Marketing Exposure: Logo on website

Water Station Sponsors: \$2,500

Exclusive Branding: Logo prominently displayed on hydration stations

Marketing Exposure: Logo on website

Kid Zone Sponsors: \$3,000

Exclusive Branding: Logo prominently displayed on hydration stations

Marketing Exposure: Logo on website

LED Wall Sponsors: \$4,000

Exclusive Branding: Logo or small ad on LED Wall to be placed near registration area. Will be main point for information for event

Marketing Exposure: Logo on website

Additional Sponsorships

Photo Booth Sponsors: \$3,000

Exclusive Branding: Logo prominently displayed on photo booth area

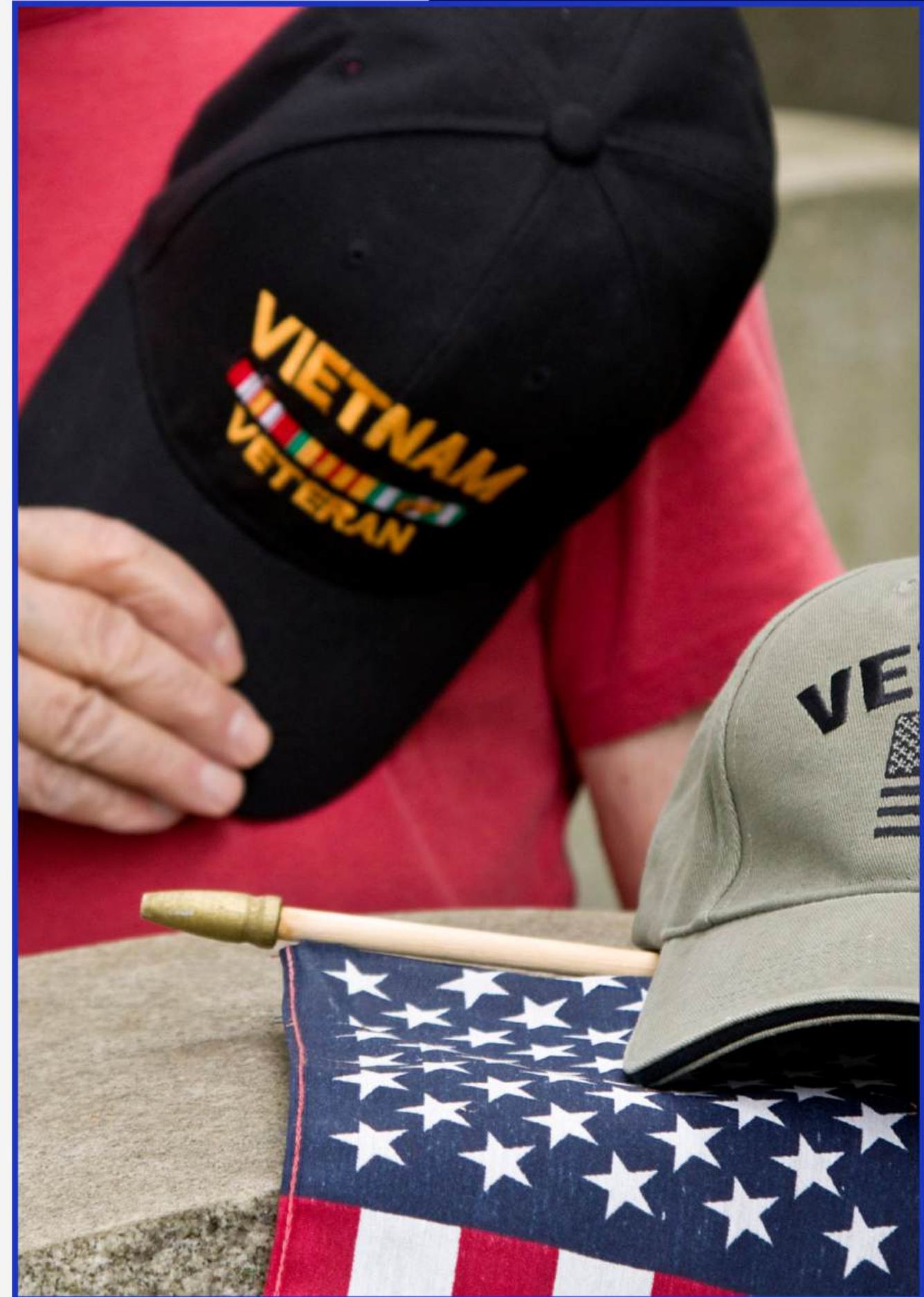
Marketing Exposure: Logo on website

Barricade Banner Sponsors: \$200

Exclusive Branding: 2'x4' Individual banners on barricades

Vendor Booths: \$200

Exclusive Area: Qualified vendors will get 10x10 space in selected area near military, police or fire departments





PALM HARBOR
**HERO
FEST**

Interested or have questions?

Join us in honoring & celebrating the brave men and women who serve our community & nation, including first responders and military veterans, while raising funds for charities that directly support these heroes.



Contact Lacy Empkey - Lacy@InAlignmentCollective.com - 402-639-8900