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# VETERANS MEMORIAL PARK FOO FOO FESTIVAL

Patriot  
Partner  
Sponsorships



VETERANS  
MEMORIAL PARK  
FOUNDATION  
EVENT ORGANIZER

- 📍 200 S. 10th Ave, Pensacola, FL 32502
- 📞 850.450.5552
- 🌐 [www.veteransmemorialparkpensacola.org/  
week-in-the-park](http://www.veteransmemorialparkpensacola.org/week-in-the-park)
- ✉ [events@veteransmpf.org](mailto:events@veteransmpf.org)

# VETERANS MEMORIAL PARK FOO FOO FESTIVAL SCHEDULE

Festivities will kick off on Saturday, November 4th with Music-in-the-Park with Blackbird Anthem and Josh Davis, followed by an epic Veterans of Comedy Show on Friday, November 10th, and the Veterans Day Ceremony on Saturday, November 11th. Then we will cap off the week with the **Annual Fundraising Dinner & Concert** featuring **Mac McAnally**, a 10-time Country Music Association Musician of the Year honoree and leader of the late American singer-songwriter Jimmy Buffett's Coral Reefer Band.



**MAC MCANALLY**



Sponsors will have the opportunity to showcase their organization at each event throughout the week



[www.veteransmemorialparkpensacola.org/  
week-in-the-park](http://www.veteransmemorialparkpensacola.org/week-in-the-park)



# TARGET AUDIENCE

Our target audiences are music, art, and comedy lovers of all ages who appreciate a diverse range of entertainment events. Our events are designed to appeal to people who enjoy live music, comedy, socializing, and supporting our Nation's Military, Veterans, and their Families.

## ESTIMATED NUMBER OF ATTENDEES

We anticipate packed audiences in the Park throughout the week; then, we'll have 300 guests joining us at the Annual Fundraising Dinner & Concert featuring Mac McAnally. More than 118,000 tourists from across America and locals visit the Park yearly.



**MAC MCANALLY**

## AGE GROUP AND DEMOGRAPHIC

Our events are open to all ages. Visitors come from all throughout the U.S. to touch, honor, and reconnect with a name inscribed on the Wall South. The emotional experience when they see and feel the name etched in black granite is nearly incomprehensible, a priceless gift.

Known as the Cradle of Naval Aviation, every US Navy and Marine Aviator and Aviation Technician begins their career in Pensacola. This connection has played a significant role for generations as families choose their beach vacation destination!



# MARKETING AND PROMOTION

## MARKETING STRATEGY

Our marketing strategy includes a combination of online and offline efforts to reach our target audience. Social media and printed materials leading up to and during our major ceremonies are shown to be most effective in this regard.



Sponsoring the Veterans Memorial Park Foo Foo Festival or any of our individual events as a Patriot Partner offers a unique opportunity to reach a diverse audience and align your brand with a positive and memorable experience. Sponsors will receive exposure through our marketing and promotional efforts, including the Park website Event pages, social media posts, email newsletters, and targeted advertising campaigns.

## PROMOTION SCHEDULE

Our promotion schedule for the Veterans Memorial Park Foo Foo Festival events continues through Nov. 11, 2023 and will include regular updates on our social media channels, targeted advertising campaigns, and email newsletters to our subscriber list. Collaborating with our Patriot Partners to sync marketing efforts is another powerful way to get the message out about your support of our nation's military and Veteran community.

Additionally, sponsors will have the opportunity to showcase their brand through digital and print signage. As part of the \$400,000 Foo Foo Fest marketing initiative, our Sponsors will also benefit from getting exposure throughout the Southeastern U.S. between now and Veterans Day!

# FESTIVAL SPONSORSHIP LEVELS

**PLATINUM**  
\$10,000  
INVESTMENT

- Exclusive Business Sector
- Corporate Booth at all events located at the Park
- Prominent corporate logo placement on all event materials and other media
- Prominent logo placement on the "VMP Foo Foo Festival" Website pages
- Social media promotions
- One (1) Premium Table for six (6)

**GOLD**  
\$7,500  
INVESTMENT

- Corporate Booth at all events located at the Park
- Corporate logo placement on all event materials, and other media
- Prominent logo placement on the "VMP Foo Foo Festival" Website pages
- Social media promotions
- One (1) Premium Table for six (6)

**SILVER**  
\$5,000  
INVESTMENT

- Corporate logo on event website, all event materials, and other media
- Social media promotions
- One (1) Table for six (6)

**BRONZE**  
\$2,500  
INVESTMENT

- Corporate name on event website, all event materials, and other media
- Social media promotions
- One (1) Table for six (6)

## INDIVIDUAL EVENT SPONSORSHIPS

Event Sponsors will receive marketing exposure during the sponsored event.

Sponsor one or more of the 5 events: Kick-off Music-in-the-Park, Patriot Paws Contest, Comedy-in-the-Park, Veterans Day Ceremony, or Fundraising Dinner and Concert.

**PLATINUM**  
\$1,000  
INVESTMENT

**GOLD**  
\$750  
INVESTMENT

**SILVER**  
\$500  
INVESTMENT

**BRONZE**  
\$250  
INVESTMENT

## VETERANS MEMORIAL PARK ANNUAL FUNDRAISING DINNER & CONCERT

TABLE OF SIX (6) ~ Cocktail Attire

**FEATURED TABLE**  
\$2,500  
(SOLD OUT)

**PREMIUM TABLE**  
\$1,500

**TABLE**  
\$900



Scan To Purchase



# FOO FOO MARKETING

The Foo Foo Fest marketing campaign begins with promoting all 2023 awardees on their website where all TV, radio, posters, articles, and social media will be directed to. From these pages, visitors can navigate to learn about all of the events held.

The Park will also be featured in Foo Foo articles, on television, and radio throughout the southeast.

**Bigger. Funner. Artier.**

**10th Anniversary**  
NOV 2-13 2023  
Pensacola, Florida

See the Streets Come Alive This Fall in Pensacola

**Featured Events**

- XANADU
- BY BROADWAY
- SING EASY
- THE MONROE CRICKET CLUB
- THE BROADWAY
- THE MONROE CRICKET CLUB
- THE BROADWAY
- THE MONROE CRICKET CLUB

**Explore All Events**

**What is Foo Foo Fest?**

**Plan Your Visit**

**Pensacola in the Fall**

**Latest News**

**Singing on the Street**

**2023 Events**

**Week in the Park Fundraising Dinner & Concert featuring Hall of Fame Singer-Songwriter Mac McAnally**  
Nov. 11, 7:00pm - 9:30pm  
Location: First Baptist Church of Pensacola 1000 W. Tenth Street, Pensacola, FL 32504  
Tickets: \$200-\$500

**Week in the Park**

**MAC McANALLY**  
A NOBODY

**BACK WHERE WE COME FROM**

**2023 Events**

**Week in the Park, presented by Veterans Memorial Park Foundation**  
Nov. 4-11 (Dates Vary, Vets Individual Event Pages)  
Location: Marine Corps Community Center, 1000 W. Tenth Street, Pensacola, FL 32504  
Tickets: \$100-\$200 and Individual Event

**Music, Art, & Comedy in the Park**

**BACKBIRD ANTHEM**  
Saturday Nov. 4th, 7 - 9 PM

**2023 Events**

**Week in the Park Veterans of Comedy Show**  
Nov. 10, at 5:00pm  
Location: Veterans Memorial Park 1000 W. Tenth Street, Pensacola, FL 32504  
Tickets: \$20-\$50

**VETERANS OF COMEDY**  
NO BLOOD, NO TEARS, NO LAUGH LEFT BEHIND

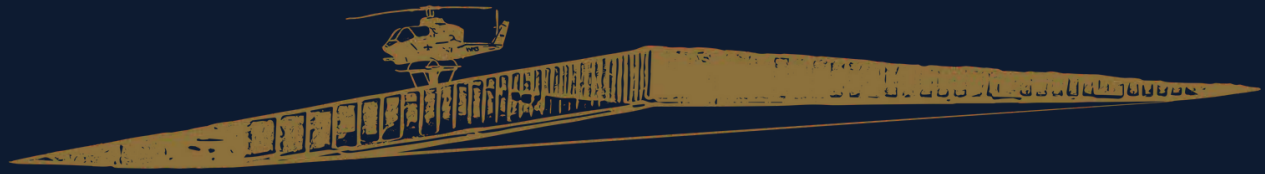


# THANK YOU

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Thank you for considering our Patriot Partner Sponsor proposal. We are excited about the opportunity to bring together those who support our Veterans from all over and create a memorable experience for all.





200 S. 10th Ave, Pensacola, FL 32502 

850.450.5552 

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week-in-the-park

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