

2021 SPONSORSHIP AND ADVERTISING GUIDE



Avalon Park Wesley Chapel Advertising & Event Opportunities

Avalon Park Wesley Chapel is built on the rich traditions of small-town life. Tree-lined streets, lakes, lush landscaping, rocking chair porches and nearby schools, shops and professional services are designed to evoke an ideal of main street America.

Conveniently located just 7.5 miles east of I-75 on SR 54 in Wesley Chapel. Avalon Park Wesley Chapel is close to shopping — including the renowned Wiregrass Mall and The Groves Shopping Center — movie theaters, restaurants, medical centers and top-rated schools. Avalon Park Wesley Chapel is located in the heart of the rapidly growing Wesley Chapel area, just North of Tampa Bay, FL.

Development principles are based on New Urbanism planning concepts, which emphasizes human-scale communities in which traditional-style neighborhoods are within easy walking distance of the town center to foster an improved quality of life for residents of all ages. Bringing this principle to life includes a mix of housing types, civic uses, office/commercial buildings and Downtown Avalon Park Wesley Chapel. Planning includes more than 560,000 square feet of retail and 120,000 square feet of office space allowing for a bustling, pedestrian-friendly Downtown that will become a hub of activity as the community grows.

Avalon Park Wesley Chapel

Quick Facts

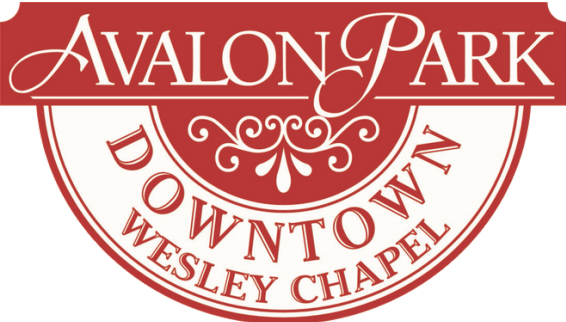
- 1,600 Acre Master-Planned Community
- Entitled for:
 - 4,400 Residential Units
 - 560,000 SF of Commercial Space
 - 120,000 SF of Office Space
- Located on SR 54 with 25,500 daily traffic trips (upon estimated completion date 2021, SR 54 will have 50,000+ daily trips)

The initial construction in Downtown Avalon Park Wesley Chapel began in 2018 with Pinecrest Academy K-5 Charter School, which opened with a waiting list and more than 600 student stations. Plans are now being designed for the next phase of the school which will add 800 6th-8th grade and 1,100 high school student stations.

Avalon Park Wesley Chapel Upcoming Downtown



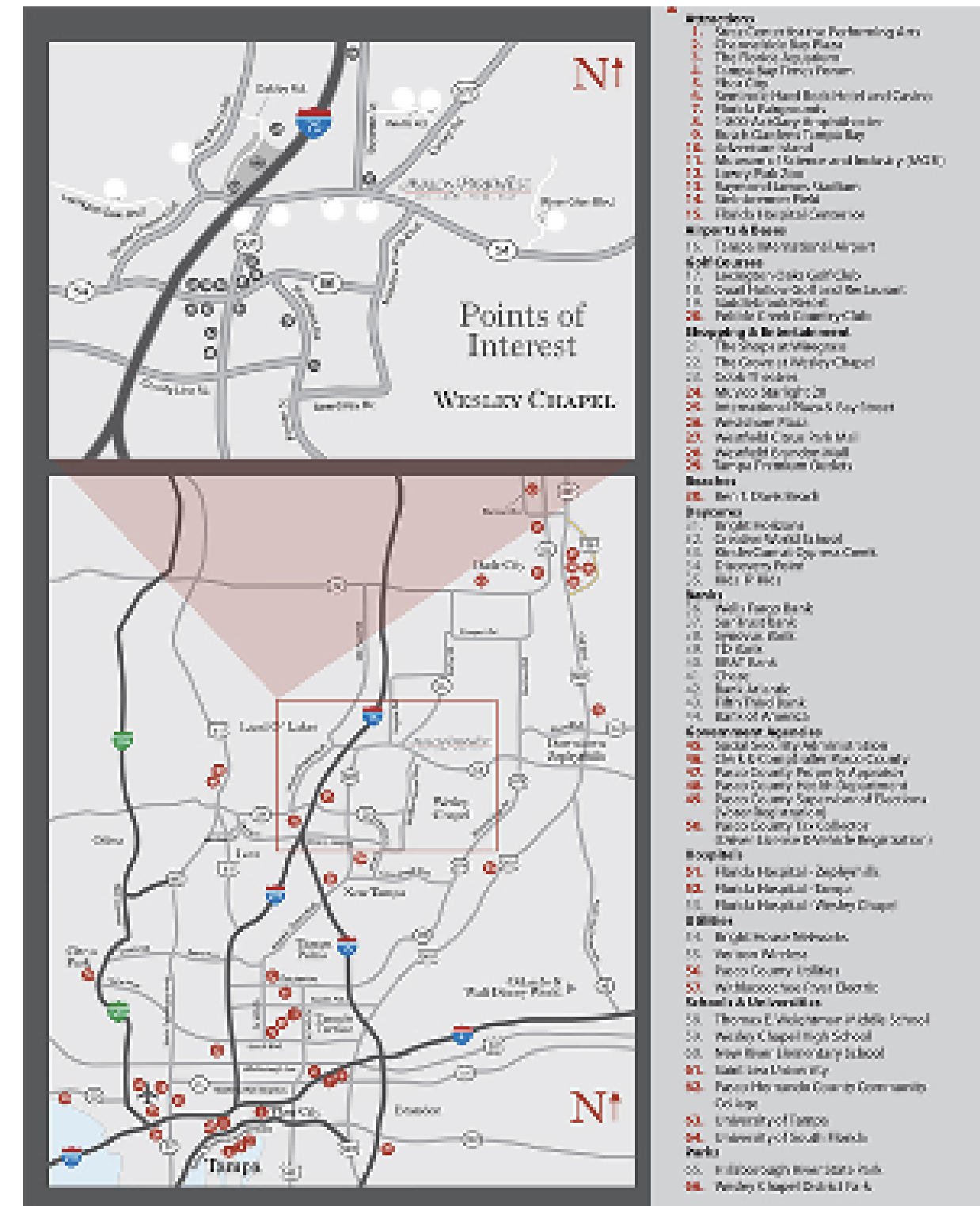
Avalon Park Wesley Chapel Amenities



Avalon Park Wesley Chapel Demographics & Location

- **Population**
- 459,023 – Total in Pasco County
- 238,731 – Wesley Chapel Population
- 209,945 – Population in 10 mile radius
- **Median Age: 40**
- **Average Household Income**
 - \$76,936

*Source: U.S. Census Bureau Data USA



Avalon Park Wesley Chapel Events

Avalon Park Wesley Chapel hosts 4 large community festivals each year with both vendor and sponsorship opportunities.



Absolutely Avalon: April 17, 2021

4th of July: July 4, 2021

Spooktacular: October 23, 2021

Avalon Aglow: December 11, 2021



Movie Under the Stars: 2nd Fridays (September–April)

Jazz Under the Starz: 3rd Saturday of every month

Seasonal 5k Races

*Additional Events May Be Added



Avalon Park Wesley Chapel Events

Avalon Park Wesley Chapel Event Facts

3,000+ event attendees

Stage with Live Entertainment

Over 50 Vendors

Kids Area, Special Activities specific to each event

Fireworks Show Display at Fourth of July and Avalon Aglow

Event Guide Direct Mailed to 2,500 homes in Tampa Area

Avalon Park Wesley Chapel Events - Vendor

- Standard Festival Vendor Space-\$30
 - Food Vendor Space-\$70
 - Electricity-\$35

Registration Online at:

<https://www.avalonparkwesleychapel.com>

Avalon Park Wesley Chapel Events-Sponsorship

\$5,000 Title Sponsor (1 available per event)

- Most prominent and largest logo placement
- Most prominent logo placement on event flyers, brochures, posters, materials and other marketing collateral pieces, including local schools and businesses
- Logo included in all local publicity efforts and media releases
- Logo on event day signage and banners
- Logo and link to appear on Avalon Park Wesley Chapel Website and Social Media
- Exclusive e-mail blast to 15,000 registered emails
- Logo as event sponsor on Newsletter from Avalon Park Wesley Chapel to 15,000+ email addresses
- Use of the Avalon Park Wesley Chapel logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event
- Ability to Sponsor the extremely popular Snow Slide in Kids Zone (Specifically for Avalon Aglow)
- Exclusive Opportunity to speak during the event from the main stage
- Banner Placement on the rafters of the main stage
- Prominent Placement in Holiday Parade (Specifically for Avalon Aglow)
- VIP Fireworks Viewing (Specifically for 4th of July and Avalon Aglow)

Avalon Park Wesley Chapel Events-Sponsorship

\$2,500 Presenting Sponsors (2 available per event)

- Prominent logo placement
- Prominent logo placement on event flyers, event t-shirts, brochures, posters, materials and other marketing collateral pieces, including local schools and businesses
- Logo included in all local publicity efforts and media releases
- Logo on event day signage and banners
- Logo to appear on Avalon Park Wesley Chapel Website and Social Media
- Listed as event sponsor on Newsletter from Avalon Park Wesley Chapel
- Use of the Downtown Avalon Park Wesley Chapel logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event
- Banner Placement near main stage on event fencing
- Prominent Placement in Holiday Parade (Specifically for Avalon Aglow)
- VIP Fireworks Viewing (Specifically for 4th of July and Avalon Aglow)
- VIP Table in Beer Garden (Specifically for Oktoberfest)

Avalon Park Wesley Chapel Festival Sponsorship

\$1,000 Area Sponsors (2 available per event)

- Prominent logo placement
- Prominent logo placement on event flyers, brochures, posters, materials and other marketing collateral pieces
- Logo included in all local publicity efforts and media releases
- Logo on event day signage and banners
- Logo to appear on Avalon Park Website and Social Media
- Listed as event sponsor on biweekly email Newsletter from Avalon Park Wesley Chapel
- Use of the Avalon Park Wesley Chapel logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event
- Prominent Placement in Holiday Parade (Specifically for Avalon Aglow)
- VIP Fireworks Viewing (Specifically for 4th of July and Avalon Aglow)

Avalon Park Wesley Chapel Festival Sponsorship

\$250 Supporting Sponsor (8 available)

- Name placement on event flyers, brochures, posters, materials and other marketing collateral pieces, including, local schools and businesses
- Name on event day signage and banners
- Name to appear on Avalon Park Wesley Chapel website
- Listed as event sponsor on biweekly email Newsletter from Avalon Park Wesley Chapel
- Use of the Avalon Park Wesley Chapel logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event

Avalon Park Wesley Chapel Movie Under the Stars Sponsorship



\$1,000 / Month Movie Under the Stars Sponsor (September – April, 1 Available Monthly)

- Logo placement on event flyers, brochures, posters, materials and other marketing collateral pieces, including, local schools (Approx. 10,000) and Avalon Park business window fronts
- Logo on event day signage and banners
- Logo blast as sponsor on social media posts
- Exclusive event e-blast to 30,000+ email addresses with event flyer and sponsor advertisement
- Logo to appear on Avalon Park social media and website as a sponsor
- Listed as event sponsor on a biweekly email newsletter from Avalon Park Wesley Chapel
- Use of the Avalon Park Wesley Chapel logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event
- Booth Set up at the event
- Exclusive speaking opportunity before the movie starts
- Opportunity to show a branded commercial/video before and after the movie

Avalon Park Wesley Chapel Jazz Under the Starz

Collaboration with Coffee Speaks N' Tea Talks to bring music and art to Wesley Chapel and the surrounding communities

Monthly Jazz Under the Starz event Sponsor:

Logo placement on print and digital media

Ads on weekly newsletters

Social media presence

Stage announcement



Avalon Park Wesley Chapel East Pasco Fine Arts Council

Sponsorship Opportunities for collaboration with the Pasco Fine Arts Council to bring arts and culture to East Pasco

- **Art Workshops**

- Logo placement on print and digital media
- Ads on weekly newsletters
- Social media presence

- **Art Galleries**

- Logo placement on print and digital media
- Ads on weekly newsletters
- Social media presence

- **Artist Receptions**

- Logo placement on print and digital media
- Ads on weekly newsletters
- Social media presence

- **Community Mural** – Local artists work together to create community mural with endless opportunities to expand

- Logo placement



Avalon Park Wesley Chapel Live Well



- The Live Well program is an East Orlando Health Alliance between many health organizations led by an Executive Board of Avalon Park Group, Avalon Park YMCA and Advent Health.
- With input from the community the Live Well committee introduced resources to promote a healthy lifestyle such as:
 1. **Monthly Challenge**–Each month a new challenge calendar will be released encouraging you to get your body moving.
 2. **Live Well Trail**–A5K (3.1 miles) loop outlined in the community. Each month new challenges and tips will be added to the trail.
 3. **Avalon Bike Share Program**



06

2021

JUNE

Triceps and Calves Mindfulness Activities

Each Sunday will be dedicated to a mindfulness activity. Choose from the following below or create your own.

M1-Tell someone you look up to what characteristics you appreciate about them

M2-Do something this week that takes you out of your comfort zone!

M3-Grab a buddy and go for a 15 minute walk!

M4-Drink only water today!

SUN	MON	TUE	WED	THU	FRI	SAT
		1 15 CALF RAISES	2 REST	3 5 TRICEP DIPS	4 10 TRICEP DIPS	5 15 TRICEP DIPS
6 20 TRICEP DIPS AND M1	7 25 TRICEP DIPS	8 30 TRICEP DIPS	9 REST	10 20 CALF RAISES	11 25 CALF RAISES	12 30 CALF RAISES
13 35 CALF RAISES AND M2	14 40 CALF RAISES	15 45 CALF RAISES	16 REST	17 35 TRICEP DIPS	18 40 TRICEP DIPS	19 45 TRICEP DIPS
20 50 TRICEP DIPS AND M3	21 55 TRICEP DIPS	22 60 TRICEP DIPS	23 REST	24 50 CALF RAISES	25 55 CALF RAISES	26 60 CALF RAISES
27 65 CALF RAISES AND M4	28 70 CALF RAISES	29 75 CALF RAISES	30 REST			

LIVEWELL

MEN'S HEALTH MONTH

Avalon Park Wesley Chapel Seasonal 5k Races



Sponsorship Opportunities available: Title Sponsor, Kids Run Sponsor, Warm-up Sponsor, Water Station Sponsor

- **Fall 5k**

- **Jack Frost 5k**

- \$30 Registration fee
- \$25 Pre-registration fee
- T-shirts and finisher medals given to the first 250 registrants
- Awards for the top 3 athletes (Male and Female)
- Proceeds go to a local organization (i.e. The Stano Foundation)

Title Sponsor:

- Name/Logo displayed on the back of t-shirts and all race print materials
- Name/Logo displayed on website, social media, and newsletters
- Announcement during race lineup and awards ceremony
- Booth at event
- Complimentary t-shirts

Avalon Park Wesley Chapel Sun Newsletter



The Monthly Community Newspaper:

- Business Directory
- Informative Articles
- Avalon Park Event Calendar and Notices
- Business Advertisements

Distribution Includes:

- Online:
 - Our community newsletter is released on the 1st of every month
 - Advertisement and article space are available for purchase
 - Deadline: Last Wednesday of the month



KEEPING THE NEWS LOCAL.... AND THE COMMUNITY CONNECTED.
 JUNE 2021 VOLUME 2 EDITION 6

- LIVE**
- LEARN**
- WORK**
- PLAY**
- COMMUNITY UPDATES**

Fourth of July in Avalon Park

Bike Parade, Apple Pie Bake-Off, Porch Decorating Contest

Start your summer off with a bang at the Avalon Park Fourth of July Festival on Sunday, July 4th, 5-9 pm. This annual patriotic community festival celebrating our great country will feature a wet/dry bounce park, community performances, an apple pie bake-off, bike parade and fireworks at 9 p.m.

Blvd. Participants are encouraged to register online. Prizes will be awarded for Most Patriotic and Best Group.

Avalon Park residents are also encouraged to showcase their patriotic spirit all month by participating in the [Porch Decorating Contest](#).

Want to showcase your baking skills? Join the Apple Pie Bake-off for a chance to win awesome prizes. Pre-register [online here](#). Prizes will be awarded for 1st, 2nd, and 3rd Place.

As always there are opportunities for the community participate with a community performance by filling out the [Performance Request](#), set up a [Vendors Booth](#) or even showcase your business with a [sponsorship](#).

Get the whole family together to decorate bikes, strollers and wagons and head to the Amenity Center stage at 5:30 pm for the Annual [Bike Parade](#) around River Glen

For more information on this and other Avalon Park Events visit [AvalonParkWesleyChapel.com](#) or call 813-783-1515.



Coming together to create a healthy community



Surviving an emergency is no accident.

To Greg, road trips mean freedom. But after suffering a stroke at age 43, his whole life changed. He realized how every second counts, especially when it comes to an emergency. AdventHealth's ER experts responded fast – and today, Greg is back on the road again.

When the unexpected occurs, know where to go for expert emergency care near you. Because in an emergency, there's no time to waste... and no room for doubt.

[TheERExperts.com](#)



Avalon Park Wesley Chapel Large Sponsorship Benefits

- Morning Blend
 - 5 minute interviews on ABC
- Game Changer Sponsor
- Laker
- Non-profit Highlights



Avalon Park Wesley Chapel Advertisement Submission & Graphic Design



- All graphics must be submitted by respective deadlines.
- We will not hold publication or distribution for late creative.
- Graphic Design services are available on an as-needed basis for a fee.

Avalon Park Wesley Chapel Social Media



- **Facebook**

- www.Facebook.com/AvalonParkWesleyChapel
- 2,629 Followers

- **Instagram**

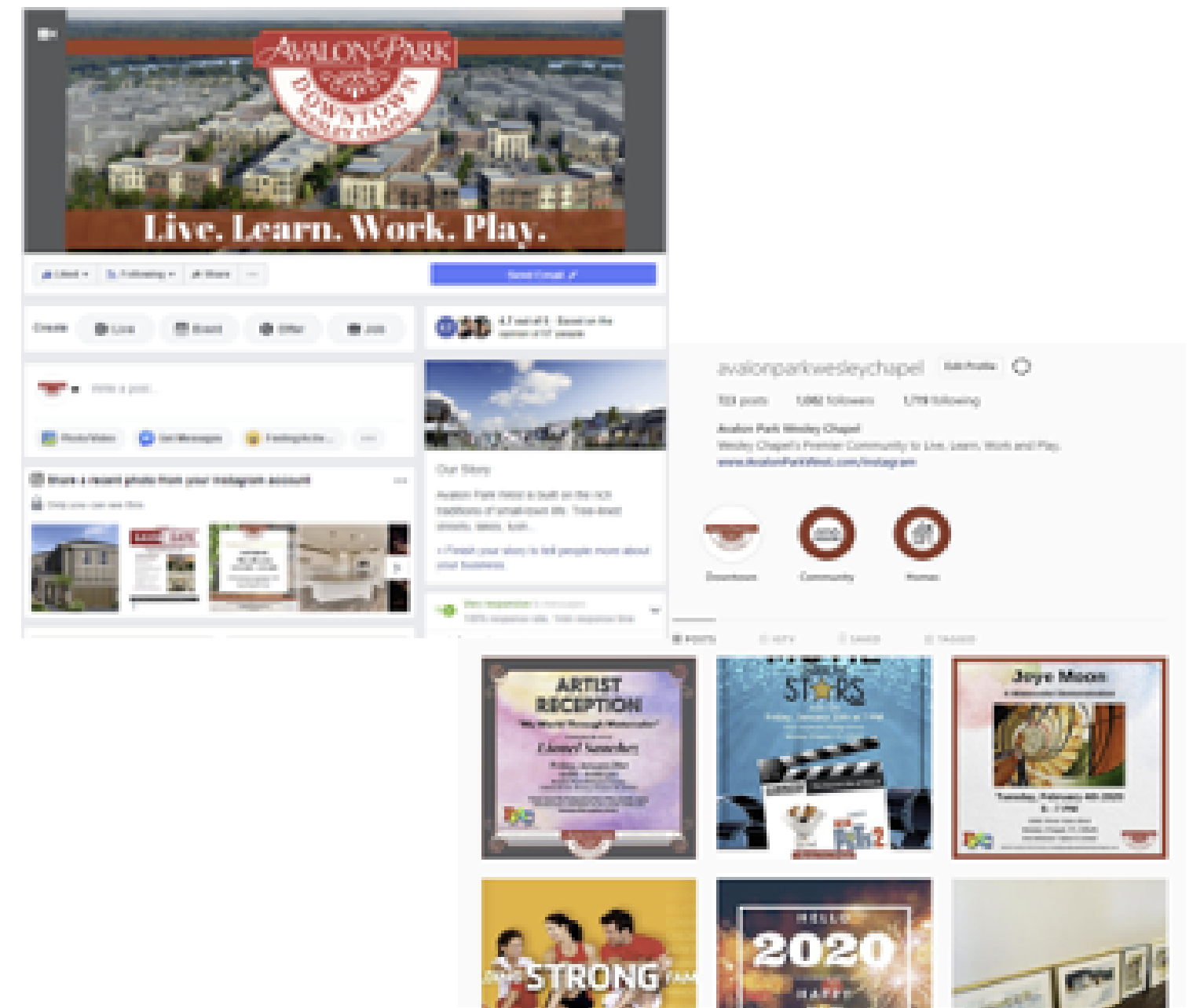
- [www.Instagram.com/AvalonParkWesley Chapel](http://www.Instagram.com/AvalonParkWesleyChapel)
- 1,354 Followers

- **Twitter**

- www.Twitter.com/AvalonParkWC
- 347 followers

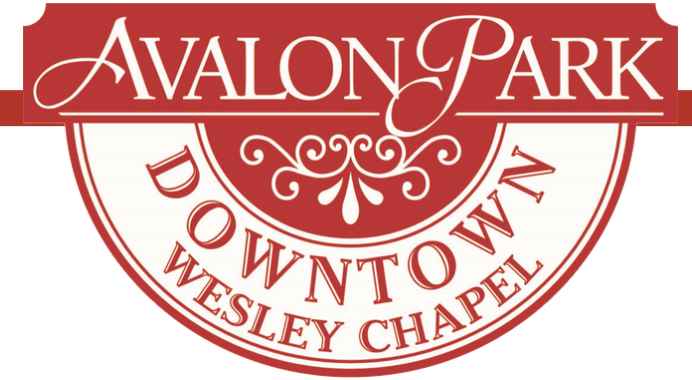
- **Pinterest**

- [www.Pinterest.com/AvalonParkWesley Chapel](http://www.Pinterest.com/AvalonParkWesleyChapel)
- 94 Followers/3,500 Viewers



Avalon Park Wesley Chapel

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Facebook.com/AvalonParkWesleyChapel

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Twitter.com/AvalonParkWC

Pinterest.com/AvalonParkWesleyChapel

<http://youtube.com/c/AvalonParkWesleyChapel>