



March 24, 2012

In its inaugural year, Firefly Gala was named “Best New Event” by Sarasota Magazine and “Standout Event” by The Observer’s ‘Standing O’ Awards. Firefly 2012 will be equally spectacular. From the moment you arrive, your senses will be fulfilled in every way. Enjoy an award-winning culinary experience courtesy of Chef Sean Murphy, a vibrant social scene set in the breathtaking surroundings of The Concession Golf Club, and a private concert featuring legendary musicians. (Band name to be revealed at Wine, Women & Shoes on November 4th). Sponsor Firefly 2012 to gain access to this sell-out event while helping Forty Carrots Family Center strengthen families in our community.

Concert Seat Selection Begins November 17, 2011



Sponsor a table – Bring your friends and clients to this season’s not-to-be-missed event!

STARLIGHT SPONSOR - \$10,000 (\$9,250 is tax deductible)

BENEFITS:

- Exclusive opportunity; only one Starlight Sponsor
- Prominently placed table of 10 at The Firefly Gala
- Ten reserved starlight-level seats for the concert
- Opportunity to host Pick-Your-Concert-Seats Cocktail Party
- Stand-alone logo recognition on Invite, E-Vite and Program
- Logo on scrolling sponsor recognition slides throughout the evening of the event
- Full page ad prominently placed in the Program
- Logo and/or message on the BidPal handheld devices
- Logo on complimentary souvenir photos
- Recognition on Forty Carrots’ Marquee, Website (with link) and Facebook
- Recognition in press/media releases
- First right of refusal as Starlight Sponsor for 2013 event





MOONLIGHT SPONSOR - \$5,000 (\$4,250 is tax deductible)

BENEFITS:

- Table of ten to The Firefly Gala
- Ten reserved moonlight-level seats for the concert (proximity to stage determined by date sponsorship contract is received)
- Logo on scrolling sponsor recognition slides throughout the evening of the event
- Logo or name recognition on Invite, E-Vite and Program
- Half-page ad in the Program
- Recognition on Forty Carrots' Marquee, Website (with link) and Facebook

FIRELIGHT SPONSOR - \$3,000 (\$2,550 is tax deductible)

BENEFITS:

- Six tickets to The Firefly Gala
- Six reserved firelight-level seats for the concert (proximity to stage determined by date sponsorship contract is received)
- Name recognition on Invite, E-Vite and Program
- Logo/name on scrolling sponsor recognition slides throughout the evening of the event
- Quarter-page ad in the Program
- Recognition on Forty Carrots' Website and Facebook

CANDLELIGHT PATRON - \$1,000 (\$850 is tax deductible)

BENEFITS:

- Two tickets to The Firefly Gala
- Two reserved candlelight-level seats for the concert (proximity to stage determined by date sponsorship contract is received)
- Name on scrolling sponsor recognition slides throughout the evening of the event
- Recognition on the Patron Page in the Program

STAND OUT FROM THE CROWD

Heighten your visibility with these distinctive underwriting opportunities:

- Provide a take-home gift with your logo – exclusive to one - \$2,000
- Feature your logo and/or message on the BidPal handheld devices – 3 of 5 available - \$1,500
- Highlight your business on the Auction Paddles – exclusive to one - \$3,500
- Logo on complimentary souvenir photos – 2 of 4 available - \$2,500

MULTIPLY YOUR MARKETING SUCCESS

Become a 3x1 SPONSOR and receive recognition at all 3 Forty Carrots signature events: The Firefly Gala, the Free Community Speaker Event, and Wine, Women & Shoes.

Total package value: \$11,000 - Special 3x1 package discount: \$10,000.

CALL FOR MORE INFORMATION.



SPONSORSHIP AGREEMENT

- Underwriter (please specify) _____
 \$10,000 Starlight Sponsor
 \$5,000 Moonlight Sponsor
 \$3,000 Firelight Sponsor
 \$1,000 Candlelight Patron

Name as you would like it to appear for recognition purposes: _____

Contact name & position: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Website: _____

Requirements: Logos must be submitted via e-mail to gerijo@fortycarrots.com in high-resolution eps, jpg, or tiff format no later than December 31, 2011 for some recognition purposes.

Check enclosed for \$ _____ payable to **Forty Carrots Family Center**

Charge my credit card (or go to www.fortycarrots.org to charge sponsorship through PayPal)

FOR CREDIT CARD PURCHASES ONLY:

Name as it appears on the card: _____

Billing address: _____

City/State/Zip: _____

Credit card #: _____ CVV #: _____

Expiration date: _____ Total to be charged to card \$ _____

Signature: _____

Forty Carrots Family Center is a 501 (c)(3) nonprofit organization dedicated to strengthening families through educational programs for parents, children, and professionals in the field; Federal Tax ID # 65-0405988. A copy of the official registration (#ch13543) and financial information may be obtained from the division of consumer services by calling toll free: (800) 435-7352 within the state. Registration does not imply endorsement, approval, or recommendation by the state.

