

EVENT SPONSORSHIP OPPORTUNITIES



itSTARTS in
PARKS



PARKS.POMPANOBEACHFL.GOV

If you are interested in becoming a Sponsor:
Scan the QR Code

Visit parks.pompanobeachfl.gov/eventsponsors
Email parks@copbfl.com or call 954-786-4191



WHY BECOME A SPONSOR?

SECURE YOUR SPONSORSHIP LEVEL EARLY-MAXIMIZE YOUR IMPACT

The City of Pompano Beach Parks and Recreation Department hosts dynamic events year-round that bring the community together. Sponsorship offers your organization a valuable chance to connect with local families and outdoor enthusiasts while supporting impactful, community-focused programs.

This package outlines flexible opportunities for brand visibility, exclusive perks, and early marketing exposure. Your support helps us continue providing essential services that promote health, recreation, and environmental stewardship. Opportunities are limited—secure your spot today to maximize your impact!.

SPONSORSHIP BENEFITS

- **Brand Visibility & Awareness:** Maximize your brand's exposure through event signage, digital outreach, and access to highly engaged, targeted audiences.
- **Positive Reputation & Community Trust:** Demonstrate your commitment to corporate social responsibility, build goodwill, and foster deeper connections with the community.
- **Relationship Building & Engagement:** Engage face-to-face with community members, creating memorable experiences that inspire brand loyalty.
- **Community Support & Impact:** Show your dedication to local well-being by supporting initiatives that foster meaningful connections amongst the community.

WEBSITE AND SOCIAL MEDIA VISIBILITY

- City of Pompano Beach Website Monthly Views: **90,000+**
- City of Pompano Beach Social Media Followers: **52,300**
- Parks & Recreation Website Monthly Views: **20,000+**
- Pompano Beach Parks & Recreation Social Media Followers: **11,636+**

SPONSORSHIP EVENT CATEGORIES

- **SIGNATURE EVENTS** | Sponsorship Range: \$5,000 – \$20,000 (10,000+ Participants) Larger-scale events with high visibility and impact.
- **SPECIAL EVENTS** | Sponsorship Range: \$3,000-\$10,000 (1,000+ Participants) Mid-sized events that offer a vibrant mix of entertainment, cultural enrichment, and family fun.
- **COMMUNITY EVENTS** | Sponsorship Range: \$500 - \$2,500 (175+ Participants) Smaller, recurring, or niche programs that build community year-round. Support beloved community gatherings and recreational programs while receiving targeted local visibility.

In-kind contributions are also welcome. To receive proper recognition, please provide documentation reflecting the item's value equivalent to a sponsorship tier.



Scan to discover the Power of Play in Pompano Beach Parks & Rec!

SIGNATURE EVENTS | SPONSORSHIP RANGE: \$5,000 – \$20,000 (10,000 PARTICIPANTS)

Larger-scale events with high visibility and impact. These events attract thousands of attendees and offer premium brand exposure opportunities through naming rights, signage, VIP access, and more.

SIGNATURE EVENTS

JANUARY | NAUTICAL FLEA MARKET | 10,000 participants

A treasure trove for marine enthusiasts! Shop for boating gear, nautical antiques, and coastal crafts while enjoying waterfront vibes and local eats.

JULY 4TH FIREWORKS SPECTACULAR | 10,000 participants

Celebrate Independence Day with a bang! Enjoy live entertainment, and a dazzling fireworks display that lights up the Pompano Beach sky.

Our signature events attract over 10,000 attendees each year, making them some of the most well-attended and recognized gatherings in the City. These events bring together people from across the community with entertainment, family-friendly activities, and shared experiences. Sponsoring these events is a strong opportunity for businesses to increase brand visibility, reach a large and diverse audience, and demonstrate support for community engagement. With built-in marketing and public exposure, sponsorship offers practical value and a clear connection to civic involvement.

SIGNATURE EVENT SPONSORSHIP LEVELS	PLATINUM (1) \$20,000	GOLD (3) \$10,000	SILVER (5) \$5,000
Exclusive Title Sponsor Stage mention by event MC	✓		
Exclusive Stage Time 1 - Minute on stage to promote your business	✓		
Stage Signage 1 Title Sponsor stage banner with logo	✓		
Logo Placement Event banners, t-shirts and promotional items	✓	✓	✓
Website & Social Media Recognition Website link on event page & exclusive posts	✓		
Booth or Table Space Reserved placement	✓	✓	
Press Release & Media Coverage Recognition in City Press Release to local media	✓		
Social Media Recognition Acknowledgement on social media platforms	✓	✓	✓
Sponsorship Feature Your logo will be included on event collateral	✓	✓	✓

SPECIAL EVENTS | SPONSORSHIP RANGE: \$3,000 - \$10,000 (1,000+ PARTICIPANTS)

Mid-sized events that offer a vibrant mix of entertainment, cultural enrichment, and family fun. These events attract diverse audiences and provide meaningful sponsorship visibility.

SPECIAL EVENTS

OCTOBER | CARIBBEAN FEST | 1,500 participants | Experience the rhythm and flavor of the islands! Caribbean Fest brings the community together with lively music, authentic cuisine, and colorful cultural performances.

OCTOBER | BOO BASH | 4,000 participants | Spook-tacular fun for the whole family! Boo Bash features costume contests, trick-or-treating, games, and Halloween thrills in a safe, festive environment.

DECEMBER | TREE LIGHTING AT UNTAPPED | 2,000 participants | Enjoy live performances, food and drink vendors, and the magical moment when the tree lights up the night. It's a festive evening of fun and celebration.

DECEMBER | YULETIDE PARADE | 1,500 participants | Watch the streets come alive with dazzling floats, marching bands, twinkling lights, and cheerful performances. It's a magical evening for families and friends to kick off the holidays.

JANUARY | MLK JR. PARADE & CELEBRATION | 2,000 participants | Honor the legacy of Dr. Martin Luther King Jr. with a vibrant community parade and cultural celebration filled with music, dance, and inspiring tributes.

MARCH | SPRING PALOOZA | 1,500 participants | Jump into spring with a lively day of games, crafts, inflatables, and entertainment for all ages. It's the perfect way to welcome the season!

APRIL | TOUCH A TRUCK | 1,500 participants | Get up close and hands-on with fire trucks, construction vehicles, police cars, and more! Perfect for curious kids and families who love big wheels and engines.

SPECIAL EVENT SERIES

SEPTEMBER - MAY | MUSIC UNDER THE STARS SERIES (9) | 5,400 for 9 events (600/event) participants | Kick back and enjoy live performances from local bands under the open sky! Bring a blanket, some friends, and get ready for great music in a beautiful outdoor setting.

SEPTEMBER - DECEMBER | STARLIGHT JAM SESSIONS (4) | 1,600 for 4 events (400/event) participants | Unplug and unwind at this casual concert series showcasing talented local artists. Perfect for music lovers looking for good vibes and great performances in an intimate outdoor setting.

NOVEMBER & APRIL | SMOOTH SOUNDS SOIRÉE (2) | 1,000 for 2 events (500/event) participants | Relax under the stars with live smooth jazz and soulful melodies. This evening concert series sets the mood for a classy night out in the park.

SPECIAL EVENT SPONSORSHIP LEVELS

PLATINUM (1)
\$10,000

GOLD (3)
\$5,000

SILVER (5)
\$3,000

Exclusive Title Sponsor

Stage mention by event MC



Exclusive Stage Time

1- Minute on stage to promote your business



Stage Signage

1 Title Sponsor stage banner with logo



Logo Placement

Event banners, t-shirts and promotional items



Website & Social Media Recognition

Website link on event page & exclusive posts



Booth or Table Space

Reserved placement



Press Release & Media Coverage

Recognition in City Press Release to local media



Social Media Recognition

Acknowledgement on social media platforms



Sponsorship Feature

Your logo will be included on event collateral



COMMUNITY EVENTS | SPONSORSHIP RANGE: \$500 – \$2,500 (175+ PARTICIPANTS)

Smaller, niche programs that build community year-round. Support beloved community gatherings and recreational programs while receiving targeted local visibility.

COMMUNITY EVENTS

DECEMBER | DONUTS WITH SANTA | 250 participants

A magical morning awaits! Enjoy delicious sweet treats, holiday crafts, and a special visit from Santa Claus himself. A perfect way to kick off the holiday season with the little ones.

MARCH | TEEN FLASHLIGHT EGG HUNT | 175 participants

Not your average egg hunt! Teens are invited to bring their flashlights and join the after-dark search for candy-filled eggs, prizes, and fun under the stars.

APRIL | KESTER PARK FUN DAY | 200 participants

It's all about community fun! Enjoy games, music, food, and family-friendly activities at this lively event designed to bring neighbors together at Kester Park.

APRIL | AUTISM FAMILY FUN DAY | 200 participants

Celebrate inclusion and understanding throughout April with a variety of engaging, sensory-friendly events that support and uplift our neurodiverse community.

COMMUNITY EVENT SERIES

OCTOBER-SEPTEMBER | THERAPEUTIC RECREATION INCLUSIVE DANCE SERIES (4) | 200 participants per event

This fun and inclusive series invites individuals of all abilities to express themselves through music and movement in a safe, supportive, and high-energy environment.

JUNE-AUGUST | DIVE-IN MOVIE SERIES (3) | 100 participants per event

Make a splash at movie night! Float in the pool or relax poolside while watching family-friendly films on the big screen. It's the coolest way to catch a flick!

COMMUNITY EVENT SPONSORSHIP LEVELS

PLATINUM (1)
\$2,500

GOLD (3)
\$1,000

SILVER (5)
\$500

Exclusive Title Sponsor

Stage mention by event MC



Logo Placement

Event banners, t-shirts and promotional items



Booth or Table Space

Reserved placement



Social Media Recognition

Acknowledgement on social media platforms





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