Uptown Altamonte
2014 Sponsorship Opportunities

UPTOWN
ALTAMONTE

With its luscious landscaped gardens and lakefront views it is clear to see why Cranes Roost Park has become the hub for social activities in Altamonte Springs. The Park is known for hosting an annual schedule of events, ranging from enormous fireworks displays to fine arts festivals that fill the boulevard with paintings, sculptures and people! General admission is free for all City sponsored events and the focus is on family friendly activities. The park's events along with the array of shops, restaurants and housing have made Altamonte Springs the perfect place to live, work and play in Central Florida.

To learn more about the events at Cranes Roost Park, please contact the City of Altamonte Springs Events Management at (407) 571-8180 or visit our website at www.UptownAltamonte.com.

Annual Events

Magic of Healty Living Festival
March 22, 2014 | 1-5 p.m.

Enjoy an entertainment packed day hosted by Radio Disney. This family event features numerous activities for kids, healthy food and drinks, and fun! Visitors will get the opportunity to meet Disney Channel and Disney XD stars and participate in Q&A and meet and greet sessions.

2014 Partner: Radio Disney
2013 Premier Sponsors: MetroPCS, Florida Hospital for Children, CenturyLink | Prism
Anticipated Attendance: 2,000
Sponsor Levels: $2,500 to $10,000

Winestock
April 25, 2014 | 7-10 p.m.

A marvelous evening of wine, entertainment, food and fun! Stroll along Cranes Roost Boulevard and enjoy a sampling of the many different wines from around the world. Whether you are new to the pleasures of wine or a wine connoisseur, you will enjoy the wide range of wines available for sampling. Food and other spirits will also be available for purchase during the event. Some areas of this event require ticket purchase. VIP experience available.

2014 Partners: XL 106.7, Magic 107.7 & WLOQ 102.5
2013 Premier Sponsors: Trustco Bank, MetroPCS, Bright House Networks, ABC Fine Wine & Spirits, MyFloridaHomesMLS.com, Cafe Murano, Houlihan's
Attendance: 4,500
Sponsor Levels: $5,000 to $15,000

Family Fest
May 4, 2014 | 12-5 p.m.

Enjoy a fun, interactive festival focusing on family, health, fitness and safety. Activities include live entertainment, fitness exhibitions, fishing derby, a kids play area, prizes, food, and many other activities. Vendors will sell and promote products for both children and adults along with items and ideas for a safer, "greener" lifestyle.

2014 Partner: Radio Disney
2013 Premier Sponsors: MetroPCS, Playground Magazine, After Hours Pediatrics, Altamonte Mall, Dole Fruit Squishems, Central Florida Zoo
Attendance: 15,000
Sponsor Levels: $2,500 to $10,000

Jazz Jams Uptown
April 19, May 17, June 21 & July 19, 2014 | 7-10 p.m.

The City of Altamonte Springs and WLOQ Radio bring the region's most popular outdoor jazz concert series back for its eighth year. Join us in the Eddie Rose Amphitheater for great music, food, and fun featuring top local and nationally renowned artists. This free series consists of four Saturday evening concerts.

2014 Partner: WLOQ 102.5
2013 Premier Sponsors: MetroPCS, Eagle Creek Golf Community, Bright House Networks, Massey Cadillac of Orlando, Bubbalou's Bodacious BBQ
Attendance: 14,250 (Combined)
Sponsor Levels: $5,000 to $15,000

Annual Events

Red Hot & Boom
July 3, 2014 | 4-11 p.m.

The City of Altamonte Springs and radio partner XL 106.7 FM present Central Florida's best Independence Day celebration. The event includes internationally known live entertainment, kid's play areas, food, vendor booths and the areas largest fireworks display. Market your business or organization with one of the largest and most successful events in the region.

2014 Partner: XL 106.7
2013 Premier Sponsors: Florida Hospital–Altamonte, Emerson International, Inc., Trustco Bank, Bubbalou's Bodacious BBQ, Greenway Fiat, Embassy Suites–Orlando North, McDonald's, Fox 35 & My 65, Altamonte Mall, Wayne Densch, Inc.
Attendance: 150,000
Sponsor Levels: $5,000 to $15,000

Halloween at Cranes Roost
October 31, 2014 | 5-9 p.m.

Halloween at Cranes Roost is a community oriented door to door trick-or-treat alternative for kids, sponsored by the City of Altamonte Springs. The 19th Annual Halloween event features local businesses sponsoring booths to hand out candy and trinkets to an estimated 10,000 kids. This is the areas largest Halloween event with contests, entertainment and food.

2014 Partner: Radio Disney
2013 Premier Sponsors: MetroPCS, Bank United, The Lofts Apartments
Attendance: 12,500
Sponsor Levels: $2,500 to $10,000

Light Up the Holidays Powered by Duke Energy
December 6, 2014 | 5-9 p.m.

Join in the fun as the City of Altamonte Springs and Duke Energy brighten the holiday season with the 13th annual lighting of Cranes Roost Park. Visit the areas largest Christmas tree, as well as over 200,000 holiday lights on displays around the park. Activities all month long include the Holiday Fountain Shows, fireworks, holiday movies, visits with Santa, and live entertainment.

2014 Partners: Duke Energy, Magic 107.7
2013 Premier Sponsors: Florida Hospital–Altamonte, MetroPCS, Bubbalou's Bodacious BBQ, Altamonte Mall, Embassy Suites–Orlando North
Attendance: 12,500
Sponsor Levels: $5,000 to $15,000

Light Up the Holidays Events
Month of December

Guests can enjoy over 200,000 lights found on nearly 100 holiday displays throughout Cranes Roost Park nightly through the first of the year. Other events include:

- **Friday Night Live Concerts–December 5, 12 & 19 | 7-10 p.m.**
- **Santa Tuesdays–December 9 & 16 | 6-9 p.m.**
- **Holiday Movie Nights–December 11 & 18 | 7 p.m.**

2013 Premier Sponsors: Duke Energy, Magic 107.7, Florida Hospital–Altamonte, MetroPCS, Bubbalou's Bodacious BBQ, The Lofts, Embassy Suites–Orlando North

Ongoing Opportunities

Choreographed Dancing Fountain Show | Nightly Shows

Cranes Roost Park features a choreographed fountain program that performs multiple shows nightly. This one of a kind water, light and music show is a favorite of young and old alike. This is a year long opportunity for sponsors to reach thousands of park patrons via the park broadcast system as well as the fountain messaging system. Package also includes signage.

2013 Sponsor: MetroPCS
Attendance: 100,000+
Sponsor Package: $5,000 to $15,000

Pet Walk | Daily

Cranes Roost Park is pet friendly in most areas. The pet walk path is conveniently mapped out and posted on signage throughout the park, along with pet stations to help patrons with clean up and disposal of pet waste. The park is popular with pet owners for the beautiful scenery, convenient pet stations and wide exercise paths. There are more than a dozen stations around the park.

Park Attendance: 500,000+
Sponsor Level: $5,000 - $10,000

Friday Night Live | Weekly

The areas best local and regional bands perform in the Eddie Rose Amphitheater on Fridays. Admission is free and the crowds are very appreciative of the many talents the artists have to offer. Many local patrons make this event a weekly stop.

Sponsorships are available in monthly, quarterly and annual packages
30 Events Scheduled for FY2014
Attendance: 250 to 1000 (weekly)
Sponsor Levels: $5,000 to $50,000

Cranes Roost Sunset Cinema | Monthly
Hosted by St. Stephen Lutheran Church

The Plaza area becomes the perfect outdoor theater for Cranes Roost Sunset Cinema. Each month a new movie will be shown in the Plaza, allowing families to come out with their blankets and chairs and enjoy a free, family friendly movie under the stars.

2013 Host: St. Stephen Lutheran Church
9 Events Scheduled for FY2014
Attendance: 250 per show

Uptown Open Mic | Monthly
Hosted by by First Baptist Church—Altamonte Springs

Enjoy a fun, interactive event for current and future stars. This event allows patrons of all ages to join local musicians, poets, artists, and many other types of creative entertainers and perform in front of a live audience. A great opportunity to provide an arts platform to the local community while enjoying the marketing rewards of sponsoring such an event.

2013 Premier Host: First Baptist Church of Altamonte Springs
6 Events Scheduled for FY2014
Attendance: 50 to 250