

# Lakeside Live

## 2023 Sponsorship Package

### Diamond

**\$20,000 (1)**

- EVENT TITLE SPONSOR (LAKESIDE LIVE PRESENTED BY..)
- BUSINESS EXCLUSIVITY FOR EVENT (OPTIONAL)
- BATTLE OF THE BADGES BELT SPONSOR
- SPONSOR'S LOGO OR NAME CONNECTED WITH LAKESIDE LIVE LOGO
- SPONSOR GIVEN OPPORTUNITY TO INTRODUCE HEADLINE MUSICIAN
- LOGO ON HEADER OF WEBSITE
- RECOGNIZED AS SPONSOR IN ADVERTISING (RADIO, SIGNAGE, ECT)
- LOGO ABOVE MAIN STAGE
- LOGO ON SIDES OF MAIN STAGE
- LOGO ON SPONSORSHIP BANNER BELOW MAIN STAGE
- LOGO ON SPONSORSHIP BANNERS AROUND VENUE
- BANNER WITH LOGO AT ENTRANCE OF VENUE
- LOGO ON FRONT OF CAR SHOW AWARDS
- LOGO ON FRONT OF FLYERS
- LOGO ON BACK OF FLYERS
- LOGO ON FOOTER OF WEBSITE
- RECOGNIZED DURING LIVE RADIO REMOTE
- RECOGNIZED DURING COMMERCIAL ADVERTISEMENTS
- NAME ON PROMOTIONAL MATERIAL
- LOGO ON FRONT OF SHIRTS
- LOGO ON UPPER BACK OF SHIRTS
- RECOGNIZED ON SOCIAL MEDIA OUTLETS
- LOGO ON WEBSITE SPONSORSHIP PAGE WITH LINK
- SOCIAL MEDIA SPOTLIGHT (BY REQUEST)
- LOGO WITH MAGAZINE ADS
- LOGO ON ALL EVENT CUPS AND KOOZIES
- 20 VIP PASSES \*\*\*
- 15 EVENT SHIRTS
- PARKING PASSES GIVEN TO ALL REGISTERED WITH SPONSOR PRIOR TO EVENT
- MULTIPLE BOOTHS AND ADVERTISING AREA LOCATIONS AT CHOICE OF SPONSOR
- LOGO ON ALL PRINTED MATERIAL

### Platinum

**\$7,000 (4)**

- BUSINESS EXCLUSIVITY FOR EVENT (OPTIONAL)
- RECOGNIZED AS SPONSOR IN ADVERTISING (RADIO, SIGNAGE, ECT)
- LOGO ON SPONSORSHIP BANNER BELOW MAIN STAGE
- LOGO ON SPONSORSHIP BANNERS AROUND VENUE
- BANNER WITH LOGO AT ENTRANCE OF VENUE
- LOGO ON CAR SHOW AWARDS
- LOGO ON FRONT OF FLYERS
- LOGO ON BACK OF FLYERS
- LOGO ON FOOTER OF WEBSITE
- RECOGNIZED DURING LIVE RADIO REMOTE
- NAME ON PROMOTIONAL MATERIAL
- LOGO ON UPPER BACK OF SHIRTS
- RECOGNIZED ON SOCIAL MEDIA OUTLETS
- LOGO ON WEBSITE SPONSORSHIP PAGE WITH LINK
- SOCIAL MEDIA SPOTLIGHT (BY REQUEST)
- LOGO WITH MAGAZINE ADS
- LOGO ON ALL EVENT CUPS AND KOOZIES
- 10 VIP PASSES
- 10 EVENT SHIRTS
- 10 PARKING PASSES
- 20X20 BOOTH SIZE ++
- LOGO ON ALL PRINTED MATERIAL

### Gold

**\$2,500 (14)**

- LOGO ON SPONSORSHIP BANNER BELOW MAIN STAGE
- LOGO ON SPONSORSHIP BANNERS AROUND VENUE
- BANNER WITH LOGO AT ENTRANCE OF VENUE
- LOGO ON BACK OF CAR SHOW AWARDS
- LOGO ON FRONT OF FLYERS
- LOGO ON BACK OF FLYERS
- LOGO ON FOOTER OF WEBSITE
- RECOGNIZED DURING LIVE REMOTE
- NAME ON PROMOTIONAL MATERIAL
- LOGO ON BACK OF SHIRTS
- RECOGNIZED ON SOCIAL MEDIA OUTLETS

- LOGO ON WEBSITE SPONSORSHIP PAGE WITH LINK
- SOCIAL MEDIA SPOTLIGHT (BY REQUEST)
- LOGO WITH MAGAZINE ADS
- 6 VIP PASSES
- 6 EVENT SHIRTS
- 6 PARKING PASSES
- 20X20 BOOTH SPACE
- LOGO ON ALL PRINTED MATERIAL

### Silver

**\$500**

- LOGO ON SPONSORSHIP BANNERS AROUND VENUE
- NAME ON BACK OF FLYERS
- NAME ON BACK OF SHIRTS
- RECOGNIZED ON SOCIAL MEDIA OUTLETS
- LOGO ON WEBSITE SPONSORSHIP PAGE WITH LINK
- 2 VIP PASSES
- 2 EVENT SHIRTS
- 2 PARKING PASSES
- 10X10 BOOTH SPACE
- NAME ON ALL PRINTED MATERIAL

### Patron

**\$150**

- RECOGNIZED ON SOCIAL MEDIA OUTLETS
- NAME ON WEBSITE SPONSORSHIP PAGE
- 10X10 BOOTH SPACE

### Vendor

**\$50**

- 10X10 BOOTH SPACE

\*\*\* = SEE VIP EXPERIENCE AT END OF FORM

+ = ADDITIONAL 20X20 SPACE

# Lakeside Live

## Sponsor/Vendor Application

Saturday, September 16, 2022 Application DEADLINE: Monday, September 4, 2023

Hosted by The Five 16 Foundation, A 501(c)(3) non-profit

Name: \_\_\_\_\_

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Text? \_\_\_\_\_

Non-Profit? \_\_\_\_\_ If you have a logo, email it to lakesideliveshow@gmail.com

DESCRIPTION						UNIT PRICE	Quantity	AMOUNT (\$)												
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">Vendor</td> <td style="text-align: center;">Patron</td> <td style="text-align: center;">Silver</td> <td style="text-align: center;">Gold(10)</td> <td style="text-align: center;">Platinum(3)</td> <td style="text-align: center;">Diamond(1)</td> </tr> <tr> <td style="text-align: center;">\$50</td> <td style="text-align: center;">\$150</td> <td style="text-align: center;">\$500</td> <td style="text-align: center;">\$2,500</td> <td style="text-align: center;">\$7,000</td> <td style="text-align: center;">\$20,000</td> </tr> </table> <p><b>Event Package:</b></p>						Vendor	Patron	Silver	Gold(10)	Platinum(3)	Diamond(1)	\$50	\$150	\$500	\$2,500	\$7,000	\$20,000		----	
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S	M	L	XL	2XL																
<b>Additional 10X10 Booth Space</b>						\$50.00														
<b>3x6 Banner with your logo</b> (Deadline: August 1 <sup>st</sup> 2022)						\$60.00														
<b>200 Koozies with your logo and Lakeside Live</b> (Deadline: August 1 <sup>st</sup> 2022)						\$125.00														
<b>Special Event License</b> (see Licensing on page 3)						\$32.00	----													
							<b>TOTAL</b>													

**Payment must be made at time of application. No holds or reservations.**

**Please make checks payable to: Five 16**

Online payments - CASH APP: \$thefive16 or VENMO: @thefive16

**Event Director - Casey Cambron**

P.O. Box 1732 Pell City, AL 35125

205-200-0359 | lakesideliveshow@gmail.com

"Five 16" is a registered 501(c)(3) non-profit : 87-1552989

Your sponsorship is a tax deductible donation to the extent allowable by law.

**LICENSING**

All **retail** Vendors must have a current Pell City Business License or proof of State exemption. You must include a copy of your license with your application. CITY OFFICIALS WILL BE ON SITE AT LAKESIDE LIVE TO VERIFY PROPER LICENSING. If you do not have either of these, you must purchase a Pell City Special Event License. We will complete the paperwork on your behalf. The *Special Event License* Fee is \$32.

Do you require a *Special Event License*? \_\_\_\_\_

Vendors will be PROHIBITED TO SELL without Special Event License on file by Monday, September 4, 2023. \_\_\_\_\_

**(initial)**

All *Special Event Licensed* vendors must complete a Pell City Special Event Tax Return. You will receive your form at check-in. Even if your tax due is zero, you must still submit a form. You will be required to submit your form and taxes to the City of Pell City by mail or in person.

**ADDITIONAL VENDOR INFORMATION**

Non-Food Vendor- List Items to be sold

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Food Vendor- List every food item to be sold

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\*Attach a separate list if needed

# LAKESIDE LIVE INFORMATION, RULES AND REGULATIONS

CONTRACT MUST HAVE ALL FIELDS SIGNED & COMPLETE IN ORDER TO BE PROCESSED

**\*new\*** Setup time Friday: 4:00 pm - 9:00 pm September 15, 2023

Setup Time Saturday: 6:00 a.m. – **9:30 a.m.** September 16, 2023. **The Event will be open to the public at 10:00 a.m.**

Event information will be emailed one week before the event. If you have not received your event information by Wednesday, September 13<sup>th</sup>, call the event director.

- In some cases, sponsors choose not to have a booth. Will you have a booth? CIRCLE Y N
- Check in with the INFORMATION TENT upon arrival for instructions and documentation.
- ALL VEHICLES MUST BE OUTSIDE OF VENDOR AREA AND MUST BE IN DESIGNATED PARKING LOCATIONS BY 9:30AM \_\_\_\_\_ (initial).
- Notification of acceptance or rejection will be communicated to you as soon as possible.
- All exhibitors are expected to comply with pertinent State of Alabama tax regulations.
- FOOD TRUCKS MUST BE INSPECTED BY THE FIRE MARSHALL PER STATE REGULATIONS.
- Lakeside Live is proudly sponsored by Buffalo Rock Company. All drinks sold MUST be drinks under the Buffalo Rock Company distribution list.  
Example: Pepsi, Starry, Grapico, Buffalo Rock Generale, Dr. Pepper, ect. For a list of acceptable drinks, go to [www.buffalorock.com/brands](http://www.buffalorock.com/brands)
- Each exhibitor must make an application individually with one exhibitor per booth.
- No food or drinks may be given away from any vendor, unless approved by the Event Director.
- Will you have a trailer in your booth space? \_\_\_\_\_ Size of trailer, hitch, & vehicle \_\_\_\_\_ please include a photo of your trailer, hitch, & vehicle with the application.
- Vendors are responsible for all items needed in booth spaces and all must fit into the space provided including: vehicles, trucks, trailers, hitches, tents, & tables. Vendors with supplies reaching out of their purchased space size will not be able to participate & will not receive a refund \_\_\_\_\_ (initial). Additional booth spaces may be purchased (see page 2).
- Any retail not listed on your application (see page 3) and approved by the Lakeside Live Director, may be rejected.
- Volunteers will be available to help you unload materials at your booth. Volunteers can be found at the information tent. No vehicles will be allowed in these areas during the event.
- Power **IS NOT** provided on site. Exhibitors must provide power to themselves. **ONLY "QUIET" GENERATORS WILL BE ALLOWED IN VENDOR AREA, UNLESS APPROVED BY EVENT DIRECTOR.**
- Vendor booths are on a first come, first serve basis. Lakeside Live reserves the right to refuse any vendor. The Lakeside Live Director reserves the right to reject any material it deems unsuitable. No stink bombs, snakes, snap-n-pops, or silly string allowed.
- Applications must be signed and filled out in its entirety where applicable. Please type or print clearly.

ALL EVENT FEES ARE NON-REFUNDABLE. (except in instance of Event Cancellation) \_\_\_\_\_ (initial)

Lakeside Live VIP Passes, Shirts, koozies, and goodie bags, must be picked up at the INFORMATION TENT during the event, failure to collect will result in loss of these items. \_\_\_\_\_ (initial)

I hereby grant, Lakeside Live, The Five 16 Foundation, and its promotor's permission to use any photos taken of my booth to be used as they see fit.

Lakeside Live, The Five 16 Foundation, the Promoters, Pell City Civic Center, Parks and Recreation and the City of Pell City shall not be held responsible for any injury or loss that may occur or come to the exhibitor or their assistants, or their goods for any cause whatsoever, while premises are being occupied under this agreement.

The Lakeside Live Director hereby reserves the right to cancel its agreement at any time immediately upon verbal notice and to revoke all rights of exhibitor in connection therewith, including compelling any exhibitor to remove product and exhibit from the premises of Lakeside Live.

I, the undersigned exhibitor, agree to having read the enclosed event rules and regulations and agree to abide by all terms and conditions contained. I hereby make an application for booth space for sale purposes at Lakeside Live.

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**Signature**

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**Date**

**\*\*\* VIP EXPERIENCE**

**Friday VIP Experience**

The venue will be private to all sponsors and vendors for the evening for booth setup and for networking with other businesses. All who have VIP passes will have access to snacks, dinner, drinks, and adult beverages provided in the VIP area. There will be entertainment on the stage to enjoy for the afternoon.

**Saturday VIP Experience**

All who have VIP passes will have access to snacks, lunch, dinner, drinks, and adult beverages provided in the VIP area.