

LAKE WALES
PIONEER
DAYS
OCT. 26-27 2019

The 44th Annual Pioneer Days Festival is synonymous with Lake Wales' history and culture, and will celebrate the heritage of the greater Polk County community. The two-day event in late October features free admission along the shores of Lake Wales Lake with over 100 heritage, artisan, craft and community vendors, heritage arts demonstrations and reenactors, antique car and tractor display, live music and entertainment, festival food, Pioneer Beer Garden, and children and family activities. The Pioneer Days Festival highlights and honors pioneers from the past and presents an annual recognition award to a notable resident of historical contributions to the community during the festival. The event draws a diverse audience of visitors and residents to the area, and greatly contributes to the cultural backdrop of Lake Wales and the greater Polk County region.

Funds raised at the event directly support the Lake Wales Museum ongoing historic preservation, educational programming, museum exhibits.

Giving to our organization will continue historic preservation and community programming for Lake Wales and the greater Polk County area. Donations are tax-deductible, allow opportunities to showcase your products and services to the community and benefits include your name or logo in our media promotions which includes a \$25,000 marketing campaign. The event is promoted from Tampa to Orlando and throughout Polk County online, through social media, on local radio and newspaper media, as well as through posters and flyers.

We would love to count you among our contributors and donors. An overview of opportunities is attached. We're grateful for your support and accept donations in the way that is most convenient for you. Thank you in advance for your consideration. If you have any questions, please do not hesitate to contact me.

Jennifer D'hollander
Director of the Lake Wales Museum

LAKE WALES MUSEUM

325 S Scenic Highway • Lake Wales, FL 33853 • 863-676-1759 • www.lakewalesfl.gov

CORPORATE, MEDIA AND INDIVIDUAL PARTNERSHIP LEVELS:



BUSINESS VENDOR – \$250.00

Name/Logo listed in the vendor listing
Invitation for two to the Director's Annual Luncheon
Opportunity to set up a table display at the event

SPONSOR – \$500.00

Name/Logo listed on our website, newsletter and annual report
Name/Logo listed in all event marketing and program materials
Invitation for two to the Director's Annual Luncheon
Opportunity to set up a table display at the event

PIONEER – \$1000.00

Name/Logo listed on our website, newsletter and annual report
Name/Logo listed in all event marketing and program materials
Invitation for two to the Director's Annual Luncheon
Opportunity to set up a table display at the event
Your choice of named sponsor activity – Children's Area, Heritage Vendors or Heritage Arts Demo

CONDUCTOR – \$2,000.00

Name/Logo listed on our website, newsletter and annual report
Name/Logo listed in all event marketing and program materials
Invitation for two to the Director's Annual Luncheon
Opportunity to set up a table display at the event
Your choice of named sponsor activity – Children's Area, Heritage Vendors or Heritage Arts Demo
Opportunity to display a mascot, car or other physical item during the event

STATION MASTER – \$3,500.00

Name/Logo listed on our website, newsletter and annual report
Name/Logo listed in all event marketing and program materials
Invitation for two to the Director's Annual Luncheon
Opportunity to set up a table display at the event
Your choice of named sponsor activity – Entertainment or Pioneer Beer Garden
Opportunity to display a mascot, car or other physical item during the event
Private behind the scenes tour with the curator or director up to 10 guests

GOLD PIONEER – \$5,000.00

Name/Logo listed on our website, newsletter and annual report
Name/Logo listed as **PRESENTING SPONSOR** in all event marketing and program materials
Invitation for two to the Director's Annual Luncheon
Opportunity to set up a table display at the event
Your choice of named sponsor activity – Entertainment or Pioneer Beer Garden
Opportunity to display a mascot, car or other physical item during the event
Private behind the scenes tour with the curator or director up to 10 guests
One day or night complimentary use of the museum and Freight Room for an event up to 50 guests (subject to guidelines and availability)



MARKETING PLAN

The Lake Wales Museum will invest **\$25,000** in the 2019 Pioneer Days events. A new brand and marketing plan has been developed to include print, radio and digital strategies. The target markets will include families and adults of all ages in Orlando, Tampa and Polk County.

General Activities

- Press Releases
- Building Banners @ Museum
- City Banners
- Flyers & Posters
- Postcard Mailing

Media Partners

- WUSF - \$990
- WMFE - \$2650
- The Ledger - \$3500
- SCMG - \$275
- Hall Communications - \$1080

Print

- Orlando Sentinel – 2 – ¼ page ads on Sunday, October 7 & 21 – circulation of 221,613
- Tampa Bay Times – pending
 - Hernando Times, Pasco Times, North Pinellas and Clearwater, Tampa Tribune – 200/250K
 - Weekend – Front Page Banner – circulation of 270,000
- SCMG – Polk News Sun, Highlands News Sun, Lakeland & WH Haven Magazines
- The Ledger – Timeout and Main Pages
- Today & Tonight – ½ page October issue

Radio

- Hall Communications – MAX 98.3 – 24 spots starting October 18
- WMFE – Orlando, The Villages, Leesburg and Eustis – 40 spots starting October 22 – Media Partner
- WUSF – Tampa – 20 spots starting October 22 – Media Partner

Digital

- Facebook – Pioneer Days and Museum – events boosted for two weeks
- Orlando Sentinel
- The Ledger – Tampa market