

American SandSculpting Championship & Beach Festival



Fort Myers Beach

Wednesday November 2nd
thru Sunday November 6th

Event Marketing

www.SandSculptingFestival.com



Festival Overview

The American SandSculpting Championship is one of Southwest Florida most popular events. Every year approximately 100,000 people attend the 5-day event. This year 16 of the world's best Masters and dozens of amateurs will unite on Fort Myers Beach to create imaginatively stunning sand sculptures in the 25th Annual American SandSculpting Championship Festival.



Fun for Everyone

The SandSculpting Festival takes place Wednesday, November 2nd through Sunday, November 6th. With the 16 of the world's finest Master Sandsculptors creating amazing works of art, this is an event not to be missed.

As Southwest Florida's premier family-friendly event, the festival is expected to draw over 100,000 spectators to Fort Myers Beach. Don't miss this opportunity to put your business's name in front of such a large audience.



Schedule of Events

Wednesday, November 2nd

9am to 12pm: Working on the Group Carve Sculpture
12pm to 1pm: Lunch
1pm to 5pm: Working on the Group Carve Sculpture

Thursday, November 3rd

9am to 12pm: Master Competition Pound up
12pm to 1pm: Lunch
1pm to 5pm: Master Competition Pound up
5pm to 7pm: Bring on Vendors to the Sites

Friday, November 4th:

9am to 6pm: Sand Vendor Village is open
9am to 12pm: Master's Carve in individual plots
12pm to 1pm: Lunch
1pm to 5pm: Master's Carve in individual plots

Saturday, November 5th

9am to 6pm: Sand Vendor Village is Open
9am to 12pm: Master's Carve in individual plots
12pm to 1pm: Lunch
1pm to 5pm: Master's Carve in individual plots

Sunday, November 6th

9am to 6pm: Sand Vendor Village is Open
9am to 12pm: Master's Carve in individual plots
8am to 2pm: Amateur Competition Carve starts
12pm to 1pm: Lunch
1pm to 2pm: Master Carve Judging
2pm to 2:30pm: Amateur Judging
3pm: Awards Ceremony at Main Tent

Sand Sculpting 101 instruction Nov. 4 - 6 at:

12pm, 1:30pm, 3pm, 4:30pm





Integrated Marketing Plan

★ Television Ads



★ Print Ads



★ Media Markets

Florida Cities

Miami
Ft. Lauderdale
West Palm Beach
Tampa
St. Petersburg



The Miami Herald
MiamiHerald.com

Comcast
Television & Web Ads

1,800,000 Impressions

Northeast & Midwest

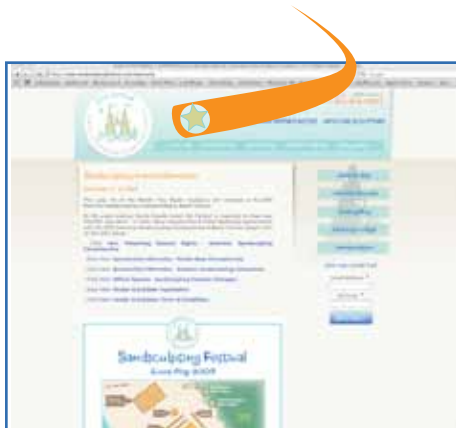
New York
Chicago
Boston
Indianapolis
Detroit

Comcast

300,000 Impressions

.net Banner Ads

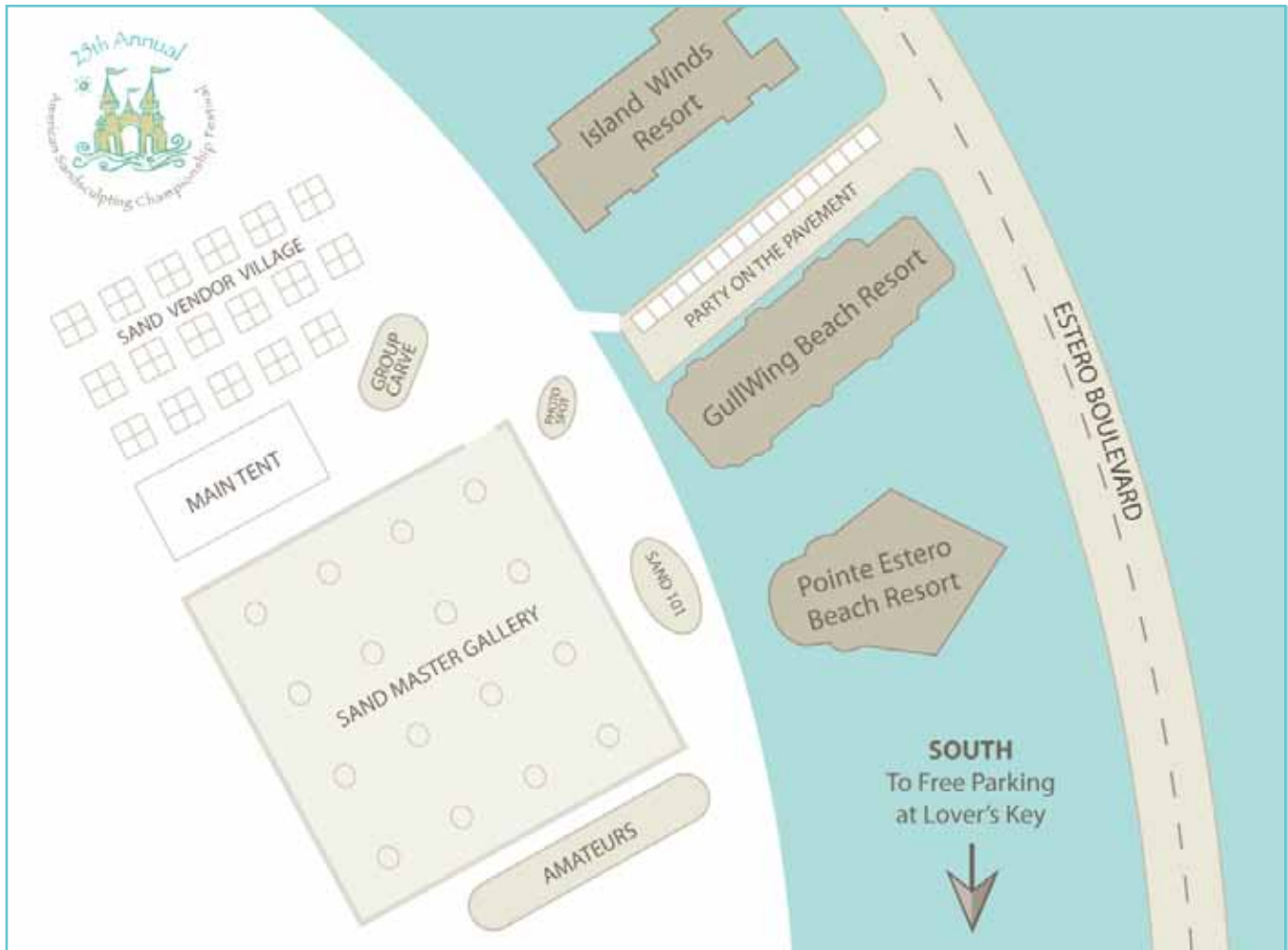
★ Official Website



★ Email Blasts



American SandSculpting Championship Event Map



Transportation

Skip the traffic jams and jump on the trolley to fully enjoy the Sandsculpting Festival. Each of the trolleys drop passengers off directly in front of the event. Just park your car at the either of the following locations and take the trolley.

If you are coming from the Bonita/Naples:

Lovers Key State Park
8700 Estero Boulevard
Fort Myers Beach, FL 33931

If you are coming from the Ft Myers/Cape Coral:

Summerlin Square Plaza
11418 Summerlin Square Drive
Fort Myers Beach, FL 33931

Drop Off Point

South End: GullWing Beach Resort



Title Sponsor - \$20,000

Contact Robert Mehler at **239.226.0040** or **robert@quenzel.com** for details.

EVENT NAMING RIGHTS:

Co-Branding Recognition and Rights

- **Company** provided rights to use the American SandSculpting Championship name, logo and marks in conjunction with approved advertising & event marketing efforts by Company.

EXAMPLE: 25th Annual American SandSculpting Championship & Beach Festival, presented by **Your Company**.

PRE-EVENT:

Full-day, Full-size SandSculpting Exhibition by Master Sculptor at Your Company Location

1. **Dedicated Press Release:** announcing **Company's** SandSculpting exhibition in conjunction with the American SandSculpting Championship.
2. **On-site Exhibition:** About 10 to 14 days before the American SandSculpting Championship, we will hold a Full-Size Master Sculptor SandSculpting Exhibition at Company location, to drive store traffic.

Dominant Exposure in Multi-Media Advertising

1. **TV** - Dominant Logo & Brand Mention as Presenting Sponsor
2. **Radio** - Presenting Sponsor Mention in all Promos.
3. **Outdoor** - Dominant Logo/Brand Name Displayed.
4. **Print** - Dominant Logo/Brand Name Displayed.
5. **Online Advertising** - Dominant Logo/Brand Name.
6. **Mobile Advertising** - Dominant Logo/Brand Name.
7. **Posters & Collateral** - Dominant Logo/Brand Name.

Dominant Exposure on Official Website Home Page

1. **Dominant Logo/Brand Name** as displayed with recognition as Title Sponsor.
2. Presented by Your Company - **Dominant Sub-Headline**

Media/PR - Dominant Exposure

1. **Dedicated, National Press Announcement:** Announces **company's** Title Sponsorship of the 2011 American SandSculpting Championship Festival
2. **1st Call** for pre-event TV, Radio, Print Interviews
3. **Title Affiliation** Mention in All Subsequent Media.
4. **Posters:** Prominent recognition as Title Sponsor

DOMINANT EVENT MARKETING EXPOSURE:

+50,000 ATTENDEES

(NOVEMBER 2 - 6, 2011)

1. Category Exclusive marketing opportunity to engage event attendees. Festival Marketing support provided by Quenzel & Associates Sponsorship & Event Marketing Team to help customize event activities to meet Your Company's specific marketing objectives.
2. **Triple Vendor Space** - For Your Company's Event Marketing activities.
3. **Group Carve Sand Pile** - Dominant Logo/Brand Name.
4. **1st Call** - For all Event TV, Radio, Print Interviews.
5. **Welcome Banners** - Dominant Logo/Brand Name.
6. **Company Flags** - Around Masters' Carving Sites.
7. **Company Banners** - Displayed in VIP/Public Tent.
8. **Master Sculptors' Carving/Award Shirts** - Dominant Logo/Brand Name Displayed.
9. **Souvenir T-shirts** - Dominant Logo/Brand Name Displayed.
10. **100 'Masters' Passes.**
11. **Company Official to Present Masters' Awards.**

POST-EVENT MARKETING:

(NOVEMBER 6TH 2011 UNTIL MAY 2012)

1. **Conclusion Report.**
2. **Insert in Fort Myers Beach Chamber Newsletter.**
3. **Company Logo/Link Live on website for 6 months.**
4. **eMailing to Opt-in List.**



SandMaster Gallery Sponsor - \$10,000

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EVENT NAMING RIGHTS:

Co-Branding Recognition and Rights

- **Company** provided rights to use the American SandSculpting Championship name, logo and marks in conjunction with approved advertising & event marketing efforts by Company.
- **Master-Sculptor Patronage Affiliation:** **Company** recognition as Patron of the competition area where the 16 Master Sculptors compete for the American SandSculpting Championship.

PRE-EVENT:

Half-Day Table-Top SandSculpting Exhibition by Master Sculptor at Company's Location:

1. **Dedicated Press Release:** announcing **Company's** SandSculpting exhibition in conjunction with the American SandSculpting Championship.
2. **Table-Top SandSculpting Exhibition:** Before the American SandSculpting Championship, we will hold a Table-Top SandSculpting Exhibition at Company's location. You can see a time-elapsd video of a Sculptor carving the Hooters logo here:

<http://quenzel.com/sandsculpting-videos.php>.

Prominent Exposure on Official Website

1. **Home Page Exposure:** **Company** displayed on the Home Page with recognition as a SandMaster Gallery Sponsor
2. **Meet the Masters Page:** **Company's** Patronage Affiliation recognized in the designated Master Sculptor's Bio section.
3. **Sponsor's Page:** **Company's** Logo displayed with recognition as a SandMaster Gallery Sponsor

Media/PR - Prominent Exposure

1. **Dedicated Press Release:** Announces **company's** patronage of one of the two SandMaster Gallery sites in the 2011 American SandSculpting Championship Festival
2. **Follow-up Press Release Coverage**
3. **Media Mentions in Interviews:** Mention of **Company** as SandMaster Gallery Sponsor in all TV, Radio, and Print media interviews with your designated Master Sculptor.
4. **Posters:** **Company** prominently listed.

PROMINENT EVENT MARKETING EXPOSURE:

+50,000 ATTENDEES

(NOVEMBER 2 - 6, 2011)

1. **Company Logo in Master Group Sculpture:** Will be prominently carved into the Master Group Sculpture at the entrance of SandMaster Gallery
2. **Master-Sculptor's Title Board:** **Company** logo prominently displayed on the Official Master Sculptor Title Board, located at your designated Master Sculptors' official competition carving site.
3. **Double Vendor Space in a Prominent Location**
4. **100 SandMaster Gallery Passes.**
5. **Company Banner:** Hung within SandMaster Gallery (The official competition carving area).
6. **Company Flag:** Posted at your designated Master Sculptor's carving site within SandMaster Gallery
7. **Company Flag or Banner:** Displayed in VIP & Public Tents.
8. **Souvenir T-shirts - Company** Displayed.
9. **Awards Ceremony Special Recognition:** **Company** (and any officials present) recognized at the American SandSculpting Championship Awards Ceremony.

POST-EVENT MARKETING:

(NOVEMBER 6TH 2011 UNTIL MAY 2012)

1. **Company Logo/Link Live on website for 6 months.**
2. **eMail Marketing to Opt-in List.**



Sand Vendor Village Sponsor - \$7,500

Contact Robert Mehler at **239.226.0040** or **robert@quenzel.com** for details.

EVENT NAMING RIGHTS:

Co-Branding Recognition and Rights

- **Company** provided rights to use the American SandSculpting Championship name, logo and marks in conjunction with approved advertising & event marketing efforts by Company.
- **Sand Vendor Village Patronage Affiliation: Company** recognition as Patron of the Sand Vendor Village Area.

PRE-EVENT:

Half-Day Table-Top SandSculpting Exhibition by Master Sculptor at Company's Location:

1. **Dedicated Press Release:** announcing **Company's** SandSculpting exhibition in conjunction with the American SandSculpting Championship.
2. **Table-Top SandSculpting Exhibition:** Before the American SandSculpting Championship, we will hold a Table-Top SandSculpting Exhibition at Company's location. You can see a time-elapsd video of a Sculptor carving the Hooters logo here:

<http://quenzel.com/sandsculpting-videos.php>.

Prominent Exposure on Official Website

1. **Home Page Exposure:** **Company** displayed on the Home Page with recognition as a Sand Vendor Village Sponsor
2. **Meet the Masters Page:** **Company's** Patronage Affiliation recognized in the designated Master Sculptor's Bio section.
3. **Sponsor's Page:** **Company's Logo** displayed with recognition as a Sand Vendor Village Sponsor

Media/PR - Prominent Exposure

1. **Dedicated Press Release:** Announces **company's** patronage of the 2011 American SandSculpting Championship Festival as the Sand Vendor Village Sponsor.
2. **Follow-up Press Release Coverage**
3. **Media Mentions in Interviews:** Mention of **Company** as Sand Vendor Village Sponsor in all TV, Radio, and Print media interviews
4. **Posters:** **Company** prominently listed.

PROMINENT EVENT MARKETING EXPOSURE:

+50,000 ATTENDEES

(NOVEMBER 2 - 6, 2011)

1. **Company Logo in Master Group Sculpture:** Will be prominently carved into the Master Group Sculpture at the entrance of Sand Vendor Village
2. **Master-Sculptor's Title Board:** **Company** logo prominently displayed on the Official Master Sculptor Title Board, located at the official competition carving site.
3. **Double Vendor Space in a Prominent Location**
4. **100 SandMaster Gallery Passes.**
5. **Company Banner:** Hung within Sand Vendor Village (Vendor area).
6. **Company Flag:** Posted at your vendor area within Sand Vendor Village.
7. **Company Flag or Banner:** Displayed in VIP & Public Tents.
8. **Souvenir T-shirts - Company** Displayed.
9. **Awards Ceremony Special Recognition:** **Company** (and any officials present) recognized at the American SandSculpting Championship Awards Ceremony.

POST-EVENT MARKETING:

(NOVEMBER 6TH 2011 UNTIL MAY 2012)

1. **Company Logo/Link Live on website for 6 months.**
2. **eMail Marketing to Opt-in List.**



Auto / Transportation Sponsor - \$7,500

Contact Robert Mehler at **239.226.0040** or **robert@quenzel.com** for details.

EVENT NAMING RIGHTS:

Co-Branding Recognition and Rights

- **Company** provided rights to use the American SandSculpting Championship name, logo and marks in conjunction with approved advertising & event marketing efforts by **Company**.

PRE-EVENT:

Half-Day SandSculpting Exhibition by Master Sculptor at **Company's** Location:

1. **Dedicated Press Release:** announcing **Company's** SandSculpting exhibition in conjunction with the American SandSculpting Championship.
2. **Table-Top SandSculpting Exhibition:** Before the American SandSculpting Championship, we will hold a Table-Top SandSculpting Exhibition at **Company's** location. You can see a time-elapsd video of a Sculptor carving the Hooters logo here:

<http://quenzel.com/sandsculpting-videos.php>.

Prominent Exposure on Official Website

1. **Home Page Exposure:** **Company** displayed on the Home Page with recognition as the Auto / Transportation Sponsor
2. **Meet the Masters Page:** **Company's** Patronage Affiliation recognized in the designated Master Sculptor's Bio section.
3. **Sponsor's Page:** **Company's** Logo displayed with recognition as the Auto / Transportation Sponsor

Media/PR - Prominent Exposure

1. **Dedicated Press Release:** Announces **company's** patronage of the 2011 American SandSculpting Championship Festival as the Auto / Transportation Sponsor.
2. **Follow-up Press Release Coverage**
3. **Media Mentions in Interviews:** Mention of **Company** as the Auto / Transportation Sponsor in all TV, Radio, and Print media interviews
4. **Posters:** **Company** prominently listed.

PROMINENT EVENT MARKETING EXPOSURE:

+50,000 ATTENDEES

(NOVEMBER 2 - 6, 2011)

1. **Company Logo in Master Group Sculpture:** Will be prominently carved into the Master Group Sculpture at the entrance of SandMaster Gallery.
2. **Master-Sculptor's Title Board:** **Company** logo prominently displayed on the Official Master Sculptor Title Board, located at the official competition carving site.
3. **Double Vendor Space in a Prominent Location:** Space for 3 cars.
4. **100 SandMaster Gallery Passes.**
5. **Company Banner/Advertisement:** on all motor coaches.
6. **Company Flag:** Posted at your designated vendor area.
7. **Company Flag or Banner:** Displayed in VIP & Public Tents.
8. **Souvenir T-shirts - Company Logo Displayed.**
9. **Awards Ceremony Special Recognition:** **Company** (and any officials present) recognized at the American SandSculpting Championship Awards Ceremony.

POST-EVENT MARKETING:

(NOVEMBER 6TH 2011 UNTIL MAY 2012)

1. **Company Logo/Link Live on website for 6 months.**
2. **eMail Marketing to Opt-in List.**



Presenting Patron Sponsor - \$4,000

Contact Robert Mehler at **239.226.0040** or **robert@quenzel.com** for details.

EVENT NAMING RIGHTS:

Co-Branding Recognition and Rights

- **Company** provided rights to use the American SandSculpting Championship name, logo and marks in conjunction with approved advertising & event marketing efforts by **Company**.

PRE-EVENT:

Half-Day SandSculpting Exhibition by Master Sculptor at **Company's** Location:

1. **Dedicated Press Release:** announcing **Company's** SandSculpting exhibition in conjunction with the American SandSculpting Championship.
2. **Table-Top SandSculpting Exhibition:** Before the American SandSculpting Championship, we will hold a Table-Top SandSculpting Exhibition at **Company's** location. You can see a time-elapsd video of a Sculptor carving the Hooters logo here:

<http://quenzel.com/sandsculpting-videos.php>.

Exposure on Official Website

1. **Home Page Exposure:** **Company** displayed on the Home Page with recognition as a Presenting Patron Sponsor.
2. **Meet the Masters Page:** **Company's** Patronage Affiliation recognized in the designated Master Sculptor's Bio section.
3. **Sponsor's Page:** **Company's** Logo displayed with recognition as a Presenting Patron Sponsor

Media/PR - Exposure

1. **Dedicated Press Release:** Announces **company's** Presenting Patron Sponsorship of the 2011 American SandSculpting Championship Festival.
2. **Follow-up Press Release Coverage**
3. **Media Mentions in Interviews:** Mention of **Company** as Presenting Patron in all TV, Radio, and Print media interviews
4. **Posters:** **Company** prominently listed.

EVENT MARKETING EXPOSURE:

+50,000 ATTENDEES

(NOVEMBER 2 - 6, 2011)

1. **Company Logo in Master Group Sculpture:** Will be prominently carved into the Master Group Sculpture at the entrance of SandMaster Gallery.
2. **Master-Sculptor's Title Board:** **Company** logo prominently displayed on the Official Master Sculptor Title Board, located at the official competition carving site.
3. **Double Vendor Space in a Prominent Location.**
4. **50 SandMaster Gallery Passes.**
5. **Company Banner:** Hung within SandMaster Gallery (The official competition carving area).
6. **Company Flag:** Posted within SandMaster Village.
7. **Company Flag or Banner:** Displayed in VIP & Public Tents.
8. **Souvenir T-shirts - Company** Logo Displayed.
9. **Awards Ceremony Special Recognition:** **Company** (and any officials present) recognized at the American SandSculpting Championship Awards Ceremony.

POST-EVENT MARKETING:

(NOVEMBER 6TH 2011 UNTIL MAY 2012)

1. **Company Logo/Link Live on website for 6 months.**
2. eMail Marketing to Opt-in List.



SandMaster Patron - \$2,500

Contact Robert Mehler at **239.226.0040** or **robert@quenzel.com** for details.

EVENT NAMING RIGHTS:

Co-Branding Recognition and Rights

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PRE-EVENT:

Media/PR - Exposure

1. **Dedicated Press Release:** Announces **company's** SandMaster Patron Sponsorship of the 2011 American SandSculpting Championship Festival.
2. **Follow-up Press Release Coverage**
3. **Media Mentions in Interviews:** Mention of Company as SandMaster Patron in all TV, Radio, and Print media interviews
4. **Posters:** Company prominently listed.

EVENT MARKETING EXPOSURE:

+50,000 ATTENDEES

(NOVEMBER 2 - 6, 2011)

1. **Company Logo in Master Group Sculpture:** Will be prominently carved into the Master Group Sculpture at the entrance of SandMaster Gallery.
2. **Master-Sculptor's Title Board:** Company logo prominently displayed on the Official Master Sculptor Title Board, located at the official competition carving site.
3. **25 SandMaster Gallery Passes.**
4. **Company Banner:** Hung within SandMaster Gallery (The official competition carving area).
5. **Company Flag:** Posted within SandMaster Gallery.
6. **Company Flag or Banner:** Displayed in VIP & Public Tents.
7. **Souvenir T-shirts - Company Logo Displayed.**

8. **Awards Ceremony Special Recognition:** Company (and any officials present) recognized at the American SandSculpting Championship Awards Ceremony.

POST-EVENT MARKETING:

(NOVEMBER 6TH 2011 UNTIL MAY 2012)

1. **Company Logo/Link Live on website for 6 months.**
2. **eMail Marketing to Opt-in List.**

