

Coca-Cola Presents

**FIRE
ON THE
FOURTH**

July 4
2013

Brought to you by MIAMIBEACH

FIRE ON THE FOURTH EVENTDETAILS

WHEN: 6 – 9 PM (or agreed upon times)

WHERE: LUMMUS PARK (10TH/OCEAN)

WHO: SOUTH BEACH POPULATION

MIAMIBEACH INFORMATION

AVERAGE DAILY POPULATION: 182,662

ANNUAL TOURISTS: 7MILLION

TOTAL POPULATION: 88,349



MIAMIBEACH

FIRE ON THE FOURTH SPONSORSHIP DETAILS

As the PREMIER SPONSOR of the FIRE ON THE FOURTH event you would be entitled to receive:

- 🍷 Company **recognized as Premier sponsor of the Fire on the Fourth event** wherever event is mentioned
- 🍷 Company **logo and link** included on MBCulture.com
- 🍷 Company mention on Event Facebook Page – Special posting to promote your events at July 4th
- 🍷 Company provided **signage permitted to be placed at event**
- 🍷 Company **mention at event**
- 🍷 Company **mention on all media** used to advertise event where available
- 🍷 **Sampling Opportunity*** – Company permitted to set up structure and have company information available to anyone in South Beach area where event is located (10th/Ocean) **from 1– 9pm**

Sponsorship Package Price: \$10,000

**Company is responsible for all building permit fees and organization of such if setting up structure or requesting a space on beach area that would be larger than the 10x10 space provided by the City of Miami Beach*

FIRE ON THE FOURTH SPONSORSHIP DETAILS

As a MAJOR SPONSOR of the FIRE ON THE FOURTH event you would be entitled to receive:

- 🍷 Company **recognized as a major sponsor of the Fire on the Fourth event** wherever event is mentioned
- 🍷 Company **logo and link** included on MBCulture.com
- 🍷 Company mention on Event Facebook Page
- 🍷 Company provided **signage to be placed at event**
- 🍷 Company **mention at event**
- 🍷 Company **mention on all media** used to advertise event where available
- 🍷 Sampling Opportunity – Company supplied with **10x10 space in Lummus Park**, South Beach– opportunity to have company information available to anyone in beach area where event is located (10th/Ocean) **from 6 – 9pm**

Sponsorship Package Price: \$5,000

FIRE ON THE FOURTH SPONSORSHIP DETAILS

As a SUPPORTING SPONSOR of the FIRE ON THE FOURTH event you would be entitled to receive:

- 🍷 Company **recognized as a supporting sponsor of the Fire on the Fourth event** wherever event is mentioned
- 🍷 Company **mention in event promotions** as supporting sponsor
- 🍷 Company provided **signage to be placed at event**
- 🍷 Sampling Opportunity – Company supplied with **10x10 space in Lummus Park**, South Beach– opportunity to have company information available to anyone in beach area where event is located (10th/Ocean) **from 6 – 9pm**

Sponsorship Package Price: \$2,000

FIRE ON THE FOURTH SPONSORSHIPDETAILS

A la carte opportunities for FIRE ON THE FOURTH event include:

- 🌐 Sampling Opportunity – Company supplied with **10x10 space in Lummus Park**, South Beach– opportunity to have company information available to anyone in beach area where event is located (10th/Ocean) **from 6 – 9pm**

A La Carte Price: \$750