

Ruskin Heritage and Tomato Festival 2011

The Ruskin area was once referred to as the 'Salad Bowl of America', mainly because of the wonderful vine-ripe 'Ruskin Tomato'. The agricultural diversity of the area was celebrated annually at the popular Ruskin Tomato Festival. Fourteen years ago the festival was re-instated after a 30 year hiatus.

The Festival is now the major fund raiser for the Ruskin Community Development Foundation, Inc., a non-profit 501 (c) 3 corporation, established to improve life in the Ruskin area. Your sponsorship, whether in actual dollars or in-kind donation, will go a long way in supporting the many ongoing projects of the RCDF.

Please note that past Festivals have raised enough funds to allow us to help local citizens and students achieve their fundraising goals. Examples include providing funds to allow archiving of historical documents for the Ruskin History Project; sending an FFA student to South America as regional ambassador to help facilitate cultural exchange; plus continue support of the Camp Bayou Outdoor Learning Center. These projects are well underway and future funds will be used to see them through to completion.

We are about to start our largest undertaking ever, the conversion of the Ruskin Fire Station to the Firehouse Cultural Center which will help enhance the atmosphere of downtown Ruskin, and help lead to a rebirth of the downtown district.

Enclosed with this letter is a sponsorship package which describes how your company can benefit from partnering with our festival. I will be contacting you shortly to discuss your interests, and how I can help you make the most of your sponsorship pledge.

We hope that you will be able to participate in this year's annual celebration of Ruskin's heritage- the Ruskin Tomato & Heritage Festival. Please keep in mind that due to our charitable status, any donations to the RCDF are tax deductible. If you have any questions, feel free to contact me at (813) 363 - 8071 or ruskintomatofestival@verizon.net.

Thank you for your time and interest!

Frank Cummings

The Ruskin Tomato & Heritage Festival Team
P.O. Box 549
Ruskin, FL 33575-054
<http://www.ruskintomatofestival.org>

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Sponsorship Opportunities:

\$ 500: Kids' Korner Sponsor

Themed inflatable rides, games, crafts and more (\$500 minimum cash contribution to qualify for Official Kid's Korner Sponsor)

- Company listed as '**Official Kids' Korner**' sponsor in all paid advertisement
- 5 admission tickets
- 5 access passes to Hospitality Tent
- One box famous Ruskin tomatoes

\$ 500: Watershed Tent Sponsor

- (Cash and in-kind donation accepted)
- 5 admission tickets
- 5 access passes to Hospitality Tent
- One box famous Ruskin tomatoes

\$ 500: Grape level

- (Cash and in-kind donation accepted)
- Company listed in all paid advertisement
- 5 admission tickets
- 5 access passes to Hospitality Tent
- One box famous Ruskin tomatoes

\$ 1000: Cherry level

- (Cash and in-kind donation accepted)
- Company listed in all paid advertisement
- 10 admission tickets
- 5 access passes to Hospitality Tent
- One box famous Ruskin tomatoes

\$ 1500: Big Boy level

- (Cash and in-kind donation accepted)
- Company listed in all paid advertisement
- 15 admission tickets
- 5 access passes to Hospitality Tent
- One box famous Ruskin tomatoes

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Sponsorship Opportunities (continued):

\$1500: Hospitality Tent Sponsor

The Hospitality Tent sponsor is an exclusive sponsorship opportunity. Open by pass only, it creates a premiere gathering place that targets a specific audience, offering a unique and value-added networking opportunity with other major sponsors, clients, VIP's. Sponsoring the hospitality tent guarantees increased identity and awareness plus garners heightened media coverage.

- (Cash and in-kind donation accepted)
- Company listed as '**Official Hospitality Tent**' sponsor in all paid advertisement
- 15 admission tickets
- 5 access passes to Hospitality Tent
- One box famous Ruskin tomatoes

\$ 2000: Transportation Shuttle Sponsor

Free shuttle service is provided to festival-goers and this is an opportunity to gain high visibility with your logo appearing on all shuttle buses.

- (Cash and in-kind donation accepted)
- Company listed as '**Official Transportation**' sponsor in all paid advertisement
- 30 admission tickets
- 5 access passes to Hospitality Tent
- One box famous Ruskin tomatoes

\$ 2500: Heirloom level

The Heirloom sponsorship offers the opportunity for your company to be the exclusive sponsor of the 'The Heritage Village'. This area of the Festival is dedicated to the arts, crafts, demonstrations and displays associated with Ruskin's Agricultural past. This venue supports those people that have dedicated their time to keeping these skills alive; thus enabling them to continue to educate and encourage participation; insuring these skills will be passed down to future generations.

- (Cash and in-kind donation accepted)
- Company listed in all paid advertisement
- 25 admission tickets
- 2 Festival T-shirts
- 5 access passes to Hospitality Tent
- Two boxes famous Ruskin tomatoes

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Sponsorship Opportunities (continued):

\$ 5000: Entertainment Sponsor

The Main Stage sponsor receives prime coverage presenting the best in regional and local community live entertainment.

- (Cash and in-kind donation accepted)
- Company listed as **Official Entertainment Sponsor** in all paid advertisement
- 50 admission tickets
- 5 access passes to Hospitality Tent
- Two box famous Ruskin tomatoes

\$ 5000 + : Beefsteak level

(\$5000 minimum Cash Contribution to qualify for Presenting Sponsorship)

- Company listed as '**Official Title Sponsor**' in all paid advertisement
- 50 admission tickets
- 2 Festival T-shirts
- 5 access passes to Hospitality Tent
- Two boxes famous Ruskin tomatoes

*Donations of \$450.00 or less (either in cash or in kind) are happily accepted.

Certain benefit availability is based on production deadlines.

In addition there are a number of sponsorships available for specific activities within the festival. For example, you might sponsor a butterfly tent for \$800. A sign posted at the entry would read: Butterfly Tent, sponsored by (your company).

For sponsorship opportunities call Frank at 813 363-8071 or email RuskinTomatoFestival@verizon.net

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2011 Sponsorship Pledge

Company name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email address: _____

Contact name: _____

Title: _____

This will confirm that our company pledges to be a sponsor for the Ruskin Tomato and Heritage Festival on December 3-4, 2011, in the amount of \$ _____; Sponsor level _____.

This amount will be contributed as follows:

Sponsor signature: _____ date: _____

To take full advantage of the benefits of sponsorship, please respond by **October 31, 2011.**

Make checks payable to:

Ruskin Community Development Foundation, Inc.

P.O. Box 549, Ruskin, FL 33575-0549

Attn: Tomato Festival committee/ sponsors

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