

FARMERS' MARKET

Sundays, Nov. 2, Nov. 16, Dec. 7, Dec. 21, Jan. 4, Jan. 18, Feb. 1, Feb. 15, Mar. 1, Mar. 15, Apr. 12, Apr. 26

Event Profile

- Average attendance of 3,000+
- Sponsorship includes all 12 market days

Description & Overview

Hosting over 100 vendors per market, a live DJ, free tote bags, and more, the City of Parkland Farmers' Market has become a top draw for marketgoers across South Florida. Each market welcomes over 3,000 attendees from across the tri-county area—including Broward, Palm Beach, and Miami-Dade—with over 80% of visitors coming from Broward County, particularly Parkland and Coral Springs.

Held on select Sundays from November through April at the Equestrian Center at Temple Park, the market offers 12 event days each season from 9:00 AM to 1:00 PM. The spacious, scenic venue allows attendees to enjoy a wide selection of goods including fresh produce, organic vegetables, pastries, jams, raw honey, sauces, guacamole, fresh pasta, cheeses, and piping hot, made-to-order apple cider doughnuts.

As a sponsor, you'll be front and center with the community—boosting your brand's visibility while engaging directly with thousands of residents. Sponsorship includes opportunities to feature your logo on reusable shopping tote bags, host a promotional tent space, and receive verbal recognition during each event. It's a strong, sustained way to connect with your target audience and support one of Parkland's most celebrated seasonal traditions.

Shopping Bag Sponsor: Sponsor logo on approximately 6,000 reusable shopping tote bags given out for free at all 12 market days.

Booth Sponsor and Shopping Bag Sponsor: Space for one 10'x10' tent (provided by sponsor) at all 12 market days (promotional tent only, no sales. Sponsor logo on approximately 6,000 reusable shopping tote bags given out for free at all 12 market days. Announcements of company name throughout the event.

Sponsorship Levels & Perks	Booth & Shopping Bag Sponsor \$2500	Shopping Bag Sponsor \$1200
Logo on all promotional materials	✓	✓
Announcement of company at event	✓	
Space for promotional tent	✓	





CITY OF PARKLAND

FY 25-26 SPONSORSHIP APPLICATION

Sponsor Information

Company / Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ E-Mail: _____

Contact Name: _____ Title: _____

Description of how company supports the Parks and Recreation Department's mission: _____

Financial Sponsorships

Parkland Dash: Oct. 12, 2025

- ☐ Bronze Sponsorship - \$450
- ☐ Silver Sponsorship - \$1000
- ☐ Gold Sponsorship - \$2750
- ☐ Platinum Sponsorship - \$4000

Amount: \$ _____

Snowfest: Dec. 18, 2025

- ☐ Bronze Sponsorship - \$250
- ☐ Silver Sponsorship - \$500
- ☐ Gold Sponsorship - \$1000
- ☐ Platinum Sponsorship - \$1500

Amount: \$ _____

Eggstravaganza: Mar. 28, 2026

- ☐ Bronze Sponsorship - \$250
- ☐ Silver Sponsorship - \$500
- ☐ Gold Sponsorship - \$1000
- ☐ Platinum Sponsorship - \$1500

Amount: \$ _____

Halloween/Pumpkin Patch: Oct. 18- Oct. 24, 2025

- ☐ Bronze Sponsorship - \$500
- ☐ Silver Sponsorship - \$1000
- ☐ Gold Sponsorship - \$2000

Amount: \$ _____

Family Fun Fest: Jan. 9-Jan. 11, 2026

- ☐ Bronze Sponsorship - \$450
- ☐ Silver Sponsorship - \$900
- ☐ Gold Sponsorship - \$1800
- ☐ Platinum Sponsorship - \$3000

Amount: \$ _____

Autism Awareness: Apr. 18, 2026

- ☐ Bronze Sponsorship - \$100
- ☐ Silver Sponsorship - \$250
- ☐ Gold Sponsorship - \$500

Amount: \$ _____

Veterans Day Ceremony: Nov. 11, 2025

- ☐ Bronze Sponsorship - \$100
- ☐ Silver Sponsorship - \$250
- ☐ Gold Sponsorship - \$500

Amount: \$ _____

MLK Jr. Tribute: Jan. 19, 2026

- ☐ Bronze Sponsorship - \$100
- ☐ Silver Sponsorship - \$250
- ☐ Gold Sponsorship - \$500

Amount: \$ _____

Movies in the Park: Various Dates

- ☐ Bronze Sponsorship - \$150
- ☐ Silver Sponsorship - \$300
- ☐ Gold Sponsorship - \$500
- ☐ Platinum Sponsorship - \$800

☐ 4/10 ☐ 5/8 ☐ 6/12

Amount: \$ _____

Hayride & Bonfire: Nov. 14, 2025

- ☐ Bronze Sponsorship - \$250
- ☐ Silver Sponsorship - \$500
- ☐ Gold Sponsorship - \$1000
- ☐ Platinum Sponsorship - \$1500

Amount: \$ _____

Mayor's Chess Challenge: Jan. 31, 2026

- ☐ Bronze Sponsorship - \$100
- ☐ Silver Sponsorship - \$250
- ☐ Gold Sponsorship - \$500

Amount: \$ _____

Eats 'N' Beats: Various Dates

- ☐ Bronze Sponsorship - \$250
- ☐ Silver Sponsorship - \$500
- ☐ Gold Sponsorship - \$1000
- ☐ Platinum Sponsorship - \$1500

☐ 5/2 ☐ 6/6 ☐ 7/11 ☐ 8/1

Amount: \$ _____

Light Up the Park: Dec. 12, 2025

- ☐ Bronze Sponsorship - \$300
- ☐ Silver Sponsorship - \$600
- ☐ Gold Sponsorship - \$1200
- ☐ Platinum Sponsorship - \$2000

Amount: \$ _____

Parkland Day: Mar. 7, 2026

- ☐ Bronze Sponsorship - \$450
- ☐ Silver Sponsorship - \$900
- ☐ Gold Sponsorship - \$1800
- ☐ Platinum Sponsorship - \$3000

Amount: \$ _____

Homes Fur Dogs: May 16, 2026

- ☐ Bronze Sponsorship - \$150
- ☐ Silver Sponsorship - \$300
- ☐ Gold Sponsorship - \$600

Amount: \$ _____

Memorial Day: May 25, 2026

- ☐ Bronze Sponsorship - \$100
☐ Silver Sponsorship - \$250
☐ Gold Sponsorship - \$500

Amount: \$_____

**Youth Fishing Derby: All dates included
6/13, 7/11, 8/8**

- ☐ Bronze Sponsorship - \$100
☐ Silver Sponsorship - \$250
☐ Gold Sponsorship - \$500

Amount: \$_____

Meet Your SRO: Aug. 4, 2026

- ☐ Bronze Sponsorship - \$250
☐ Silver Sponsorship - \$500
☐ Gold Sponsorship - \$1000
☐ Platinum Sponsorship - \$1500

Amount: \$_____

Splash Bash: Sep. 6, 2026

- ☐ Bronze Sponsorship - \$250
☐ Silver Sponsorship - \$500
☐ Gold Sponsorship - \$1000
☐ Platinum Sponsorship - \$1500

Amount: \$_____

**Farmers Market: All dates included
11/2, 11/16, 12/7, 12/21, 1/4,
1/18, 2/1, 2/15, 3/1, 3/15, 4/12,
4/26**

- ☐ Shopping Bag Sponsorship - \$1200
☐ Booth & Shopping Bag Sponsorship - \$2500

Amount: \$_____

Other-Event/Program Name:

Total Amount: \$ _____

In-Kind Donation

Event/Program Name: _____ Event/Program Date: _____

Product/Goods/Services donating (include quantity of items and estimated retail value):

Sponsorship Policies

The City of Parkland (City) has many committed sponsors who support multiple events. For those sponsors who wish to do so, we offer the below discount opportunity for financial sponsorships.

- 5% off when sponsoring 3 events
- 10% off when sponsoring 6 events
- 15% off when sponsoring 10 events or more

The City of Parkland (City) also extends a 10% discount to members of the Parkland Chamber of Commerce.

Sponsorship Policies

Guidelines:

In general, businesses and organizations are eligible for sponsorships if they meet the following criteria:

1. Support the Parks and Recreation Department's mission;
2. Relates to the intent/purpose of the program, event, or project;
3. Provide a positive and desirable image to the community;
4. Enhance the standards and visual integrity of the program, event, or project;

5. Does not create a conflict of interest of the Department or City;
6. Does not sell products or services at program, event, or project.

Financial Sponsorships:

A financial sponsorship is a monetary support for a specific program, event or project in exchange for tangible or intangible benefits. All benefits for an approved Sponsor are as defined in the sponsorship packet.

In Kind Donations:

In-Kind donations is a gift of goods, products or services (other than money) freely given to the City for a specific program, event or project. In-Kind donations may be considered. The donated product or service must be relevant and beneficial to the event. Sponsors who provide an in-kind donations will receive the sponsorship level equivalent to the retail value of the donation.

Advertising:

Advertising is the signage created and paid for by the sponsor to promote a business, organization, product, or service. Advertising generally is not allowed within City parks and facilities. The permanent placement of a corporate logo, brand, product, or service in a park facility is considered advertising and not allowed. However, temporary display of a Sponsor banner is allowed only during the event hours at the event location if defined in the Sponsors benefit level.

Sponsor Trademarks/Sponsor Materials:

The Sponsor grants the City a limited license and right to use Sponsor's trademarks, trade names, logo designs, and company description as submitted to the Parks and Recreation Department in any medium of advertising, marketing materials and/or promotional goods distributed solely in conjunction with the event(s).

Company Identification and Logo:

In order to be included within our marketing materials, the Sponsor's logo must be received no later than **45 days** prior to the event. Please provide a high-resolution logo to ParklandEvents@cityofparkland.org. Please note, some events may require materials 60 days prior to event to receive full benefit. When the Sponsor is required to provide the City with a banner for display, the size of the banner should not exceed 3 foot x 6 foot.

Cancellation and Termination:

All requests for cancellation or refunds must be in writing and received by the City at least (90) days prior to the sponsored event/program. If request is received within this timeframe, a full refund minus an administrative fee of \$50 will be issued. The city may terminate any time for any reason and will notify the Sponsor in writing. Upon such termination, the City shall return to the Sponsor any materials donated and the fee minus any incurred expenses.

Indemnification:

General Indemnification: Sponsor shall at all times indemnify and hold harmless the CITY, its officers, agents, servants, and employees from and against any and all causes of action, demands, claims, losses, liabilities and expenditures of any kind, including reasonable attorney fees, court costs, and expenses, caused or alleged to be caused by intentional or negligent act of, or omission of, Sponsor, its employees, agents, servants, or officers, or accruing, resulting from, or related to the performance of Sponsor's activities in connection with its sponsorship of the applicable event including, without limitation, any and all claims, losses, liabilities, expenditures, demands or causes of action of any nature whatsoever resulting from injuries or damages sustained by any person or property, except to the extent such claim, cause of action or demand arises out of the gross negligence or willful misconduct of City, its employees, agents, servants, or officers. In the event any lawsuit or other proceeding is brought against City by reason of any such claim, cause of action or demand, Sponsor shall, upon written notice from City, resist and defend such lawsuit or proceeding by counsel reasonably satisfactory to City. Nothing shall

be deemed or treated as a waiver by the City of any immunity to which it is entitled by law, including but not limited to the City's sovereign immunity as set forth in Section 768.28, Florida Statutes.

Patent and Copyright Indemnification: Sponsor shall indemnify, save and hold harmless, the City, its officers, agents and employees from all claims, damages, losses, liabilities, and expenses arising out of an alleged infringement of copyrights, patent rights, the unauthorized or unlicensed use of any material, property or other work in connection with the sponsorship and/or event, except to the extent such claim, causes of action or demand results from the negligence or willful misconduct of City, its employees, agents, servants, or officers.

Signature

The below signee for the Sponsor acknowledges that they are fully authorized to represent the company for the terms above. Additionally, he/she has the authority to provide names, logos, and copyright or trademarked materials to the City on behalf of the Sponsor.

The undersigned have read, understood, and agrees to the policies and regulations contained herein:

Sponsor:

City of Parkland Parks & Recreation:

Authorized Signature Date

Parks and Recreation Director Date

Printed Name Date

Printed Name Date

☐ Approved ☐ Denied

Please return form and payment to:
City of Parkland
Attn: Parks and Recreation Sponsorships
6600 University Drive
Parkland, FL 33067
Ph: (954) 757-4107
ParklandEvents@cityofparkland.org