



2017 SPONSORSHIP PROGRAM

BE UNIQUELY JUPITER WITH US!

There are a number of things that make Jupiter a unique place to live, work and play. Though summer can be hot, Jupiter's average annual temperature is 75 degrees and we have roughly 235 days of sunshine per year! ☀️

Did you know?

7 in 10 residents rate Jupiter as excellent or good for its sense of community.

Our events and programs are essential to ensuring this sense of community. Many are free or low cost to ensure broad appeal and accessibility. Our Community Center plays host to most events and programs and serves as the "activity hub" for Jupiter residents of all ages.

8 in 10 residents gave excellent or good ratings to Jupiter as a place to raise children and a place to retire.

Your target market is here in Jupiter! From kids and parents, to active adults and the leisure community, Town of Jupiter events and programs provide boundless marketing potential.

93% of residents would recommend living in Jupiter and 92% of residents plan to remain here.

When you market to our event and program attendees, you're marketing to an audience who plans to shop here, play here, and stay here.

What's new this year?

- A Community Partner sponsorship program that includes Jupiter's most popular events and casts a wide "target market" net.
- More budget friendly sponsorship options! You may not be ready to become a Community Partner, and that's okay. We have plenty of options for your market and budget.
- New opportunities to market to Jupiter's active, savvy, and vibrant 50+ community!

We thank you for your interest in the Town of Jupiter Sponsorship Program. Our support opportunities offer tremendous value and provide an easy avenue for marketing to the discerning Jupiter community. We hope this guide helps you focus your promotional efforts on your ideal audience within your marketing budget. If you have any questions, please don't hesitate to contact our Sponsorship Coordinator at 561-741-2365.

COMMUNITY PARTNER • \$5,000

As a Community Partner, your business receives optimum marketing opportunities across all target audiences at our most popular, well-attended events. These include:



Jupiter Jubilee
Saturday, February 4, 2017
5,000 attendees



Coastal Fest
Saturday, April 1, 2017
2,500 attendees



Easter Egg Hunt
Saturday, April 15, 2017
1,500 attendees



Turtle Trot 5K Race
Saturday, May 6, 2017
900 attendees



Jupiter Fall Fest
Saturday, October 7, 2017
3,000 attendees



Kooky Halloween
Friday, October 27, 2017
1,500 attendees

COMMUNITY SPONSOR BENEFITS

Logo in print advertisements (Palm Beach Post or similar)	X
Logo on mailers included in Jupiter Utility bill (distributed to approximately 29K)	X
Logo included in event email marketing campaigns	X
Designated appreciation in event commercials (via web & social media) - NEW	X
Logo included in Town Times quarterly newsletter (distributed to approximately 32K 4x/year)	X
Appreciation via Town website's main homepage announcements	X
Hyperlinked logo on sponsorship webpage	X
Hyperlinked logo on event webpage	X
Logo/name included on promotional outdoor signage	X
Logo on marketing collateral (brochures, posters, flyers)	X
Logo on t-shirt (if applicable)	X
Logo and appreciation via Town's Public Comcast Channel 18	X
Recognition via social media	X
Banner or signage at event	X
Prominent table location at event	X
Stage announcements	X
VIP parking at events	X
Community Partner certificate to display at business - NEW	X
Community Partner logo to include in your marketing collateral	X

*Sponsor benefits are provided at the discretion of the Town and may be subject to proper timing and availability. Your Town of Jupiter sponsor contact will work with you to ensure optimum sponsor benefits and alert you of any missed benefits due to timing or issues beyond our control.

Don't have a \$5,000 marketing budget?

No problem. Consider an **individual event sponsorship** for one of our larger community events.

JUPITER JUBILEE

Attendance
5,000



Saturday, February 4, 2017



11:00am to 5:00pm



Jupiter Community Center

The Jupiter Jubilee is our annual hometown celebration. Celebrating its 15th year in 2017, Jupiter Jubilee is a free community event featuring live music, entertainment and food, a local business fair, a community services fair, an eco-tourism expo, and an outstanding kid's adventure area.

COASTAL FEST

Attendance
2,500



Saturday, April 1, 2017



1:00pm – 6:00pm



Plaza Down Under on the Riverwalk

Coastal Fest embodies all things uniquely Jupiter, where the wild and scenic Loxahatchee River meets the Atlantic Ocean. This festival offers a taste of the coastal life, from seafood vendors and local brewers, to local eco-adventure merchants and special activities for our little “shrimps.”

FALL FEST

Attendance
3,000



Saturday, October 7, 2017



1:00pm – 6:00pm



Plaza Down Under on the Riverwalk

We may not have turning leaves, but everyone knows nothing beats fall in Florida!

This festival kicks off the fall season and celebrates the return of our fabulous seasonal residents. Fall Fest features bluegrass, local brews, outstanding fall food, and a very special kid's fall carnival.

The following sponsor levels and benefits are available for those who sponsor **one** of our larger community events.

	Presenting Sponsor \$2,500	Premier Sponsor \$1,000	Sustaining Sponsor \$750
Logo in print advertisements (Palm Beach Post or similar)	X		
Logo on mailers included in Jupiter Utility bill (distributed to approximately 29K)	X		
Logo included in event email marketing campaigns	X	X	
Business name included in event email marketing campaigns			X
Designated appreciation in event commercials (via web & social media)	X	X	
Logo included in Town Times quarterly newsletter (distributed to approximately 32K 4x/year)	X		
Hyperlinked logo on event webpage	X	X	X
Logo/name included on promotional outdoor signage	X		
Logo on marketing collateral (brochures, posters, flyers)	X	X	X
Logo and appreciation via Town's Public Comcast Channel 18	X	X	X
Recognition via social media	X	X	X
Banner or signage at event	X		
Logo on combined banner or signage at event		X	X
Prominent table location at event	X	X	
Standard table at event			X
Stage announcements	X	X	X
Appreciation certificate to display at business	X	X	X

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Want to sponsor an awesome event in its 27th year?

Consider an **individual event sponsorship** for our annual Turtle Trot 5K Race.

TURTLE TROT

Attendance
900



Saturday, May 6, 2017



7:30am



Ocean Cay Park

The annual Turtle Trot 5K Race is one of the most popular races in northern Palm Beach County. Turtle Trot features the classic 5K race, a special Kid's Fun Run, and post-race celebration at Ocean Cay Park for winners and participants.

A perk of sponsoring Turtle Trot is the race t-shirt. These shirts are collected by racers and coveted by non-racers, and are frequently spotted around the County at other events. What does this mean? It means your business is getting exposure far beyond race day!



The following sponsor levels and benefits are available for those who sponsor the annual Turtle Trot 5K Race.

	Sustaining Sponsor \$750	Contributing Sponsor \$500	Supporting Sponsor \$250
Business name included in event email marketing campaigns	X		
Hyperlinked logo on event webpage	X		
Hyperlinked business name on event webpage		X	
Logo on marketing collateral (brochures, posters, flyers)	X		
Business name on marketing collateral (brochures, posters, flyers)		X	X
Logo on event t-shirt	X	X	
Business name on event t-shirt			X
Logo and appreciation via Town's Public Comcast Channel 18	X		
Business name and appreciation via Town's Public Comcast Channel 18		X	X
Recognition via social media	X		
Logo on combined banner or signage at event		X	
Business name on combined banner or signage at event		X	
Standard table at event	X	X	
Stage announcements	X	X	
Appreciation certificate to display at business	X	X	X

WATER SPONSOR	Hydration Sponsor \$500 <i>(1 available)</i>	Refueling Station Sponsor \$250 <i>(2 available)</i>
Table at the finish line with water and second table in the celebration and award ceremony area with Gatorade (Tables will each have a banner with company's logo on it)	X	
Table along the route with water (Table will have a banner with company's logo on it)		X

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If your budget is less than \$1,000, but you want to reach Jupiter families and kids, consider sponsoring **one** of our larger family-oriented events.

TOUCH-A-TRUCK

Attendance
1,000



Sunday, February 26, 2017



11:00am



Jupiter Community Center

One of the Town's most popular events, Touch-a-Truck attracts big truck lovers of all ages! From first responder cars, ambulances and fire trucks, to farming and construction equipment, this event lets the kiddos climb into the driver's seat. A special part of this event is the horn-free hour for those with sensitive ears or special needs, ensuring Touch-a-Truck is inclusive for everyone!

EASTER EGG HUNT

Attendance
1,500



Saturday, April 15, 2017



9:30am to 11:30am



Jupiter Community Park

Jupiter's annual Easter Egg Hunt is a tradition for so many Jupiter families. While the event only lasts two hours, it draws a larger crowd every year. This free event includes special features for children with disabilities, making it one of the most accessible and inclusive egg hunts in the County.

KOOKY HALLOWEEN

Attendance
1,500



Friday, October 27, 2017



6:00pm to 9:00pm



Jupiter Community Center

This kooky, not spooky Halloween extravaganza features trick-or-treating, bounce houses, games and activities for kids of all ages. Free for the community, this event features the Teal Pumpkin Project so that even our allergen sensitive kiddos can enjoy trick-or-treating fun!

The following sponsor levels and benefits are available for those who sponsor **one** of our larger family-oriented events.

	Sustaining Sponsor \$750	Contributing Sponsor \$500	Supporting Sponsor \$250
Business name included in event email marketing campaigns	X		
Hyperlinked logo on event webpage	X		
Hyperlinked business name on event webpage		X	
Logo on marketing collateral (brochures, posters, flyers)	X		
Business name on marketing collateral (brochures, posters, flyers)		X	
Logo and appreciation via Town's Public Comcast Channel 18	X		
Business name and appreciation via Town's Public Comcast Channel 18		X	
Recognition via social media	X		
Logo on combined banner or signage at event	X		
Business name on combined banner or signage at event		X	
Activity table at event	X	X	X
Appreciation certificate to display at business	X	X	

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There is no mistaking that Jupiter is home to a vibrant, active 50+ community.

It's no wonder when you consider that 8 in 10 residents gave excellent or good ratings to Jupiter as a place to retire.

MOVIE MATINEE SERIES

Attendance
150



Thursday



1:30pm



Jupiter Community Center

The Movie Matinee Series is very popular with our vibrant 50+ community. Offered on Thursday afternoons at 1:30pm with complimentary popcorn and lemonade. We can't think of a better way to beat the Florida heat than a free matinee showing in our cool auditorium.

Spring

January, February, March

Summer

April, May, June, July*

Fall

September, October, November

*Attendance is about 150 per showing for movie matinees, with the exception of the summer months. Attendance numbers are slightly lower during this time, therefore the summer sponsor has the benefit of one additional movie showing.

SENIOR ACADEMY

Attendance
50



November 10, 16-17, 2016



1:00pm



Jupiter Community Center

This free, three-day educational academy provides insightful and beneficial seminars to Jupiter's senior community. Topics include health and nutrition, home safety, cybersecurity, Medicare, elder law and elder rights, and more.

DANCES

Attendance
100-150

While the music may differ, our Community Center dances attract a lively crowd who likes to boogie! From big band to the hits of the 60's & 70's, our dances bring out the most active in our community.

Big Band Dances



February & March 2017



1:00pm



Jupiter Community Center

Friday Night Dance Parties



October & November 2017



7:00pm



Jupiter Community Center

The following sponsor levels and benefits are available for those who sponsor **one** of our vibrant 50+ events.

	Sustaining Sponsor \$750	Contributing Sponsor \$500	Supporting Sponsor \$250
Logo displayed on-screen prior to movie showing	X		
Business name included in event email marketing campaigns	X		
Hyperlinked logo on event webpage	X		
Hyperlinked business name on event webpage		X	
Logo on marketing collateral (brochures, posters, flyers)	X		
Business name on marketing collateral (brochures, posters, flyers)		X	X
Logo and appreciation via Town's Public Comcast Channel 18	X		
Business name and appreciation via Town's Public Comcast Channel 18		X	X
Recognition via social media	X		
Logo on combined banner or signage at event	X		
Business name on combined banner or signage at event		X	
Standard table at event	X	X	
Appreciation certificate to display at business	X	X	X

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SPONSOR OUR VOLUNTEERS • \$250-\$500

The following sponsor levels and benefits are available for those who sponsor our volunteers for **one** year.

	Presenting Sponsor \$500 <i>(2 available)</i>	Premier Sponsor \$250 <i>(3 available)</i>
Business name on volunteer t-shirts		X
Logo on volunteer t-shirts	X	
Business name in volunteer recruitment emails		X
Logo included in volunteer recruitment emails	X	
Business name in thank you email to volunteers		X
Logo included in thank you email to volunteers	X	
Recognition in Town Times with volunteer article	X	X
Mentioned on the volunteer webpage	X	X
Name on check-in signage	X	X

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If you didn't find what you were looking for, please don't hesitate to contact the Sponsorship Coordinator at 561-741-2365. The Town of Jupiter offers a number of programs and events, all of which cannot be captured here. We'll do our best to help you focus your promotional efforts on your ideal audience within your marketing budget.