



**BEACH GOES POPS XXII**  
**Friday, April 20 & Saturday, April 21, 2012**  
**Corporate Sponsorship Opportunity**

Enclosed please find a Corporate Sponsorship Package we are hoping you will consider for the 22nd Anniversary of Beach Goes Pops. We are extremely fortunate to have secured an advertising sponsorship from **BRIGHT HOUSE NETWORKS**. **BRIGHT HOUSE** has committed to running a **minimum** of 800-30 second TV spots throughout Pinellas County, from 6:00 AM to Midnight daily rotated amongst over 20 different cable channels including ESPN, CNN, & USA – **featuring our Corporate Sponsors**. These advertisements will begin approximately two to three weeks prior to the event and are valued at \$120 each - **resulting in a minimum of \$96,000 worth of advertising for your business!** Bright House will advertise our event – but more importantly – their advertisement will feature **YOUR Business** should you purchase a corporate sponsorship this year!

We are excited to announce that radio personality, **Jack Harris** will emcee the Saturday evening festivities, which will begin for our VIP table patrons with an exquisite four-course meal prepared by Chef Joe Chouinard, of Chouinard's Cuisine (menu enclosed).

In addition, we are pleased to announce we have entered into a contract with the **St. Petersburg Opera** to perform the main concert on Saturday evening. The orchestra will be conducted by **Mark Sforzini**, whose program will feature many of the past Beach Goes Pop's favorites including a salute to our armed forces.

Beach Goes Pops has been successful due to the support and participation of the citizens and business leaders in our community like you. It is truly amazing how this event has progressed and evolved over the past 22 years, and we hope to make this one of the best.

Please take a moment to review the major sponsorship options for this year. Should you have any questions, or wish to discuss these options further, please do not hesitate to contact me at (727-459-8057).

Warm Regards,

**Paula Beersdorf, Beach Goes Pops Committee**  
243 Corey Avenue  
St. Pete Beach, FL 33706  
Office 727-367-3231\* Cell 727-459-8057 [paulab@sunriskinc.com](mailto:paulab@sunriskinc.com)

**BEACH GOES POPS XXII**  
**Official Corporate Sponsor**  
**\$4,000 includes:**

- ❖ Your **Corporate logo** featured alongside **BRIGHT HOUSE** as “Official Sponsor” on the Beach Goes Pop’s Promotional TV Spot, produced by Creative Warehouse 2 – running a minimum of 800 times throughout Pinellas County, from 6:00 AM to Midnight daily rotated amongst over 20 different cable channels including ESPN, CNN, and USA.
- ❖ **Corporate Logo** prominently displayed on **EVENT T-SHIRTS**, sold to the general public and worn at the event by over 180 volunteers (*sold out past six years*).
- ❖ **2 -Tables with 10 seats each** in the VIP area for the Orchestra performance on Saturday evening. Includes professionally catered four course gourmet meal, with unlimited beer, wine and prosecco. **Includes Access to luxury restrooms exclusively for your VIP table area guests.**
- ❖ **20 - Complimentary Beach Goes Pops T-shirts in requested sizes.**
- ❖ **Corporate Banner** (provided by you) displayed in the VIP area at the two day event, visited by over 7,000 people.
- ❖ **Corporate Logo** with link to your website posted on Beachgoespops.com
- ❖ **Full page *color* ad on the Outside back cover** Beach Goes Pops Program - 1,500 programs distributed at the event (camera-ready artwork provided by you, no later than March 23, 2012).
- ❖ **Corporate Logo** displayed on all program posters and mentioned in all media advertisements.

## Supporting Corporate Sponsor

\$2,500 includes:

- ❖ Your **Corporate Logo** will appear as a “Supporting Sponsor” on the Beach Goes Pop’s Promotional TV Spot, produced by Creative Warehouse 2 – running a **minimum** of 800 times throughout Pinellas County, from 6:00 AM to Midnight daily rotated amongst over 20 different cable channels such as ESPN, CNN, USA, etc.
- ❖ **Corporate Logo** displayed on **EVENT T-SHIRTS**, sold to the general public and worn at the event by over 180 volunteers (***sold out past six years***).
- ❖ **Table for 10** in the VIP area for the Orchestra performance on Saturday evening. Includes professionally catered four course gourmet meal, with unlimited beer, wine and prosecco. **Includes Access to luxury restrooms exclusively for your VIP table area guests.**
- ❖ **10 - Complimentary Beach Goes Pops T-shirts in requested sizes.**
- ❖ **Full Page color** ad in the Beach Goes Pops Program - 1,500 programs distributed at the event (camera-ready artwork provided by you, no later than March 23, 2012).
- ❖ **Corporate Logo** displayed on all program posters and mentioned in all media advertisements.
- ❖ **Corporate Logo** with link to your website posted on Beachgoespops.com

## Corporate Table Sponsorship

\$1,500 includes:

- ❖ **Table for 10** in the VIP area for the Orchestra performance on Saturday evening. Includes professionally catered four course gourmet meal, with unlimited beer, wine and prosecco. **Includes Access to luxury restrooms exclusively for your VIP table area guests.**
- ❖ **Corporate Logo** displayed on **EVENT T-SHIRTS**, sold to the general public and worn at the event by over 180 volunteers (***sold out past six years***).
- ❖ **Corporate Logo** with link to your website posted on Beachgoespops.com
- ❖ **Corporate Logo** displayed on all program posters distributed to local businesses.
- ❖ **Full page** black and white ad in the Beach Goes Pops Program - 1,500 programs distributed at the event (camera-ready artwork provided by you, no later than March 23, 2012).

### **Box Level - \$1,125**

- **Table for 10** in the VIP area for the Orchestra performance on Saturday evening. Includes professionally catered four course gourmet meal, with unlimited beer, wine and prosecco.
- **Access to** luxury restrooms reserved exclusively for VIP Table area.
- Half page black and white Ad in the Beach Goes Pops Program - 1,500 programs (camera-ready artwork provided by you, no later than March 23, 2012).

### **Balcony Level - \$850**

- **Table for 8** in the VIP area for the Orchestra performance on Saturday evening. Includes four course gourmet meal, with unlimited beer, wine and prosecco. (Two additional seats may be purchased at \$100.00 each - limit of 10 per table).
- **Access to** luxury restrooms reserved exclusively for VIP Table area.
- Quarter page black and white Ad in the Beach Goes Pops Program - 1,500 programs (camera-ready artwork provided by you, no later than March 23, 2012).

**Single Seat to Saturday Evening Dinner, where available**

*\$100 each*



## **Saturday Evening, April 21st Dinner Menu**

### Appetizer Course

Maine Lobster Rangoon with prosciutto, mascarpone cheese with Smokey tomato  
Butter

### Salad

Warm Spinach Salad in parmesan cup with pine nut, pancetta bacon with  
Passion fruit vinaigrette.

### Entrée

Tagorashi Seared Filet Mignon & Blue Crab Stuffed Prawn topped  
with passion fruit béarnaise and truffle demi glaze, root vegetable  
daulpheniose, and haricot vert with macadamia nuts.

### Dessert

Flourless Chocolate Cake with raspberry sorbet in chocolate cup and  
fresh assorted berries with grand mariner crème fraîche

**Beach Goes Pops Sponsorship  
LETTER OF AGREEMENT**

This will serve as a "Letter of Agreement" between the Sponsor \_\_\_\_\_ and **The Beach Goes Pops** for the \_\_\_\_\_ Sponsorship Package amounting to \$ \_\_\_\_\_ for Beach Goes Pops XXII on April 20 & 21, 2012.

The Beach Goes Pops Committee and **Beach Goes Pops** agree to provide goods and services as outlined in the sponsor presentation packet. No refunds or credits will be issued for any reason. In the event **The Beach Goes Pops** is cancelled due to inclement weather, a 25% refund shall be issued.

Please return agreement along with balance due by March 23, 2012, with check made payable to **Beach Goes Pops** at the following address:

Paula Beersdorf c/o Beach Goes Pops  
243 Corey Avenue  
St. Pete Beach, FL 33706  
paulab@sunriskinc.com

Ad is enclosed Yes \_\_\_\_\_ No \_\_\_\_\_

I/We, the undersigned, being an authorized person of \_\_\_\_\_  
(Company) hereby agree to be a Sponsor for the 2012 Beach Goes Pops XXII Concert at a total dollar amount of \$ \_\_\_\_\_.

Signature & Title \_\_\_\_\_ Date \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_  
Printed Name \_\_\_\_\_  
Email Address \_\_\_\_\_  
Telephone Number \_\_\_\_\_

ACCEPTED BY: \_\_\_\_\_ (BGP's Representative)  
Date \_\_\_\_\_