

THE 10TH ANNUAL  
CITY OF LAUDERHILL

# JAMMIN IN THE PARK

SPONSORSHIP  
OPPORTUNITIES



# Jammin in the Park



On Saturday, April 20th, 2024, Lauderhill will welcome thousands of locals and out-of-towners to the legendary "Jammin' in the Park" event, now in a new location: **The Central Broward Park & Broward County Stadium.**

This Old School R&B Concert hosted by The City of Lauderhill & Broward County is one of Lauderhill's premier experiences in South Florida. This year Jammin' will be a day of excitement, music, international food, and fun. The best part of Jammin' – is that it is FREE!

The City of Lauderhill has partnered with Broward County to make the 10th Annual City of Lauderhill "Jammin' in the Park" event bigger and better.

Proceeds, in part, will benefit Fore Life, Inc., a Youth Golf Program. This not-for-profit charity uses sports to instill better decision-making skills in at-risk youth to help them survive and thrive.

We invite you to review the sponsorship opportunities attached, and sincerely hope you will join us in making "Jammin' in the Park" a successful partnership for your company. This year, our advertising campaign will include outreach via the City of Lauderhill website, event calendars, blogs, and social media outlets! Additionally, as a sponsor of "Jammin' in the Park," you will have maximum visibility with our supporters, vendors, and visitors while supporting a fun community event, local artists, and the "Tee Up" Fore Life Drive!



# Presenting Sponsor

\$20,000



- Title sponsor privileges, the concert will be “presented by” your company
- Name of company on stage screen during the entire event
- Logo on stage screen at “Jammin in the Park” (image or video)
- Sponsor booth / 10’ x 20’ tent in premium area at event
- Dedicated media posts on social media platforms (17,000+ followers)
- Company name & logo inclusion on all marketing
- Company name & logo on two (2) banners at Lauderhill Sports Park for one (1) year (banner must be provided)
- Company name/logo & URL link on City of Lauderhill website
- Two (2) 1/2 page ad in the City of Lauderhill’s “Spotlight” quarterly newsletter (reaches 70,000+ residents)
- Ads in four (4) “A Look Ahead in Lauderhill” weekly e-newsletters (13,000+ subscribers)
- Stage mention before each performance during the event
- Twenty (20) VIP tickets

# Headline Sponsor

\$10,000



- Logo on stage screen at “Jammin in the Park” (image or video)
- Sponsor booth / 10’ x 10’ tent in premium area at event
- Dedicated media posts on social media platforms (17,000+ followers)
- Logo inclusion on event flyer & social media posts
- Company name & logo on banner at Lauderhill Sports Park for one (1) year (banner must be provided)
- Company name/logo & URL link on City of Lauderhill website
- 1/2 page ad in the City of Lauderhill’s “Spotlight” quarterly newsletter (reaches 70,000+ residents)
- Ads in two (2) “A Look Ahead in Lauderhill” weekly e-newsletters (13,000+ subscribers)
- Stage mention before each performance during the event
- Ten (10) VIP tickets



# Event Sponsor

\$5,000



- Logo on stage screen at “Jammin in the Park” (image or video)
- Sponsor booth / 10’ x 10’ tent in premium area at event
- Logo inclusion on event flyer & social media posts
- Company name & logo on banner at Lauderhill Sports Park for six (6) months (banner must be provided)
- Company name/logo & URL link on City of Lauderhill website
- 1/4 page ad in the City of Lauderhill’s “Spotlight” quarterly newsletter (reaches 70,000+ residents)
- One (1) ad in “A Look Ahead in Lauderhill” weekly e-newsletter (13,000+ subscribers)
- Stage mention during the event
- Five (5) VIP tickets

# Community Sponsor

\$3,000



- Sponsor booth / 10' x 10' tent in premium area at event
- Logo inclusion on event flyer & social media posts
- Company name/logo & URL link on City of Lauderhill website
- Business card sized ad in the City of Lauderhill's "Spotlight" quarterly newsletter (reaches 70,000+ residents)
- Stage mention during the event
- Two (2) VIP tickets



# Media Sponsor



- Sponsor booth / 10' x 10' tent in premium area at event
- Logo inclusion on event flyer & social media posts
- Company name/logo & URL link on City of Lauderhill website
- Stage mention during the event
- Two (2) media passes to cover event
- Marketing toolkit to assist with promotion
- Four (4) VIP tickets

# Event Details

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# JAMMIN IN THE PARK

- **Host** - City of Lauderhill, and Broward County
- **Date/Time** - April 20, 2024 (4:00 pm – 10:00 pm)
- **New Location** – Central Broward Regional Park & Broward County Stadium  
3700 NW 11<sup>th</sup> Place, Lauderhill, FL 33311
- **Attendees** - Targeting 4000 locals and visitors
- **Demographics** - All ages, adults 18+ (30-60 peak) and families
- **Admission** - FREE!
- **Parking** - \$3.00 per car. Easily accessible from all major highways