

**PALM BEACH COUNTY  
BOARD OF COUNTY COMMISSIONERS  
AGENDA ITEM SUMMARY**

<b>Meeting Date:</b>	February 5, 2008	<b>Consent [ X ]</b>	<b>Regular [ ]</b>
		<b>Public Hearing [ ]</b>	
<b>Submitted By:</b>	Water Utilities Department		
<b>Submitted For:</b>	Water Utilities Department		

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**A. EXECUTIVE BRIEF**


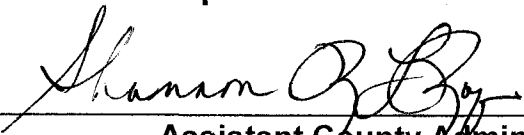
**Motion and Title:** Staff recommends motion to approve: 2008 Sponsorship of the WestFest Land and Sea Festival in the amount of \$2,500 for the purpose of promoting water conservation and education.

**Summary:** The Palms West Chamber of Commerce is presenting a two-day family festival at Okeeheelee Park on Saturday and Sunday, March 1 and 2, 2008. The event will feature companies and products that support the "green" movement and will provide festival participants with the facts they need to make small changes in their lives that will positively impact the environment. Approximately 20,000 residents and visitors are expected to attend the festival. The Water Utilities Department (Department) is requesting approval to pay for a Corporate Sponsorship in the amount of \$2,500 that will include display booth space, a sponsorship banner, a listing on the event's website, and other benefits. The Department will utilize the event to distribute conservation literature and conservation kits. The Department's Consumptive Use Permit requires that the Department make considerable efforts to educate the public regarding conservation of water resources, and this event will help the Department meet its permit obligations. Countywide (MJ)

**Background and Justification:** The Board of County Commissioners has determined that the protection and conservation of natural resources is of paramount importance in maintaining and improving the quality of life in Palm Beach County. The Department's sponsorship will provide a means of disseminating educational materials to the public relating to conservation of the County's water resources.

**Attachments:**

1. Sponsorship Benefits and Festival Information

Recommended By:		1/25/08	
	Department Director	Date	
Approved By:		1-26-08	
	Assistant County Administrator	Date	

## II. FISCAL IMPACT ANALYSIS

### A. Five Year Summary of Fiscal Impact:

Fiscal Years	2008	2009	2010	2011	2012
Operating Expenditures	<u>\$2,500.00</u>	0	0	0	0
Operating Revenues	0	0	0	0	0
NET FISCAL IMPACT	<u>\$2,500.00</u>	0	0	0	0
# ADDITIONAL FTE POSITIONS (Cumulative)	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

Budget Account No.: Fund 4001 Dept 720 Unit 1110 Object 4801

Is Item Included in Current Budget? Yes No ☒ Reporting Category \_\_\_\_

### B. Recommended Sources of Funds/Summary of Fiscal Impact:

Payment will be made from Water Utilities operating funds.

C. Department Fiscal Review: *Debra M West*

## III. REVIEW COMMENTS

### A. OFMB Fiscal and/or Contract Development and Control Comments:

*Jim Dool* 1-30-08  
OFMB  
*WD* 1/29/08  
*1/28/08*

*Dr. J. Jacob* 1/31/08  
Contract and Development Control  
*6/1/08*

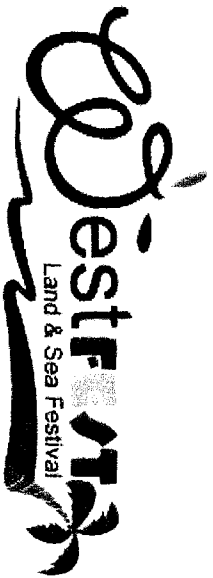
### B. Legal Sufficiency:

*[Signature]* 1/31/08  
Assistant County Attorney

### C. Other Department Review:

\_\_\_\_\_  
Department Director

This summary is not to be used as a basis for payment.



Attachment 1

2008 Sponsorship Levels Matrix of Benefits			
	Gold Sponsorship	Silver Sponsorship	Corporate Sponsorship
Logo recognition on all materials including brochures, flyers, posters.*	Included	Included	
Sponsor Mention in all radio advertising*			
Sponsor Logo on all television advertising*			
10X10 Display booth space, 2 chairs, table with draping	Included	Included	Included
Ability to sell advance discount tickets at retail outlets	Included	Included	Included
Listing on WestFest Website with link to sponsors site	Included	Included	Included
Sponsor Banner w/ Logo @ Designated Site/Activity	Included	Included	Included
Sponsorship level signage other associated pre-event activities.			
Unlimited discount coupons for distribution to your customers.	Included	Included	
Tickets to WestFest VIP tent	15	10	5
Number of Complimentary Tickets	30	20	10
Availability to obtain Title Sponsorships of certain activities.	Included	Included	Included
Marketing Investment	\$7,500	\$5,000	\$2,500

\*Benefit Subject to production deadlines.

15<sup>th</sup> Annual



Presented by



## Facts & Information

<b>Event:</b>	The logo for the Palms West Chamber of Commerce 25th Anniversary. It features a large "25" with "Anniversary" written across it. Below the "25" is "PALMS WEST CHAMBER OF COMMERCE" and "ESTABLISHED 1983". <p>Brought to you by Palms West Chamber of Commerce</p>
<b>When:</b>	Saturday, March 1 & Sunday March 2 , 2008
<b>Where:</b>	Okeeheelee Park, Forest Hill Blvd., West Palm Beach
<b>Time:</b>	Saturday 10AM - 9PM Sunday 10AM - 7PM
<b>Admission:</b>	\$10.00 per day \$15.00 2-day Pass Daily Family 4-Pack \$30.00 (children 7 and under free)
<b>Attendance: 15,000-up</b>	
<b>Event Theme</b> Think Green!	<p>The Palms West Chamber is delighted to once again present the largest 2-day family festival out in the Western communities. In celebration of our Chamber's 25<sup>th</sup> anniversary, we're going 'Green' and bringing in national musical artists, local artists, food, amusements for the children, crafters, and much more! The event will feature companies and products that help support the 'Green' movement. Our ultimate goal is to provide festival participants with the facts they need to make small changes in their lives that will positively impact the environment. Join the thousands of spectators and be a part of the excitement!</p>
<b>Media Commitments</b> Over \$200,000 in commitments to date	<p>The following event publicity commitments have been secured with more in works!</p> <p>Print Partners:      The Palm Beach Post \$30,000                              Florida Pennysaver                              La Palma                              Parenting Plus Magazine \$10,000</p> <p>Television Partners: Comcast Cable \$75,000 Radio Partners:      Clear Channel Radio (all stations) \$60,000+</p> <p>Palms West Chamber media support including Perspective Newsletter, E-mail blasts, official WestFest Land &amp; Sea Festival Website, Posters and Flyers \$30,000</p>



## Sponsorship Opportunities

The following lists sponsorship and underwriting opportunities for the event. Sponsorship levels include booth space with tent (size varies based on sponsorship level), table and 2 chairs. Contact Jaene Miranda at the Palms West Chamber office for more information 561-790-6200.

- Shuttle Bus Underwriting - \$1,000
- Emergency Management Support Underwriting - \$1,000
- Fire Department Support Underwriting - \$1,000
- Friends of WestFest Underwriting - \$1,000
- Volunteer Headquarters - \$1,500
- Golf Carts - \$2,000
- Best Seats in the House - \$2,000
- Non-Profit Resource Tent - \$2,500
- Law Enforcement Support - \$2,500
- Children's Crafts Area - \$2,500
- Cigar Park - \$2,500
- Pirates & Princess Contest - \$2,500
- Ticket Sponsor - \$2,500
- Comfort Zone - \$2,500
- BMX Demonstration - \$5,000
- Victoria Circus - \$5,000
- Water Ski Show - \$5,000
- Green Tales 'Save the World' Poster Contest - \$5,000
- Battle of the High Schools - \$5,000
- Battle of the Burgs - \$5,000
- Wine Garden - \$5,000
- Sports Zone - \$5,000
- Business Exhibits - \$5,000
- Juried Art Show - \$10,000
- Information/Welcome Station - \$10,000
- Front Gate Sponsor - \$10,000
- Auto Plaza - \$15,000
- North Stage Sponsor - \$25,000
- South Stage Sponsor - \$25,000

## Vendor Opportunities

Want to be featured at WestFest Land & Sea Festival? Lock in your space today! WestFest Booths are now available!! Deadline for applications is February 1, 2008. Log on to [www.WestFestPalmBeach.com](http://www.WestFestPalmBeach.com) and download your application.

	Member	Non-Member
Business/Merchandise*	\$400	\$525
Arts & Crafts*	\$225	\$250
Non-Profit*	\$175	\$275
Food Booth	\$400	\$550
Food Cart	\$350	\$450

All rates with the exception of Non-Profit are plus 6.5% Florida sales tax  
\*Rental includes tent, table and two chairs.



## Pre-Events

Working together to  
build a better  
community

- **Pre-Event Walk/Run-** Starts before the Saturday Gate opens- to benefit local non-profit.
- **Ticket Sales-** Online, Banks, Ticket Master, etc.,
- **Kids Art Contest - "Green Tales"** Themed Poster Contest distributed through the Public School System
- **Pirates and Princess Promotion-** This Promotion can be presented as a promotional activity thru our media partners.
- **Sponsor Party** – to be held three days prior to the event at the presenting sponsor location
- **Call to Artist** – Secure a local artist to design the poster and t-shirt for the event
- **Canstruction** – Art Sculptures created out of can foods presented at a local Mall or alternative site for weeks before the event. Themed to Land & Sea sculptures. Canned foods donated to local food bank post the promotion.

## Post-Event

- **Golf Tournament** – To acknowledge our sponsors and promote the success of the event

## Pearl's Cafe Food Court



Featuring some of the best Surf and Turf in the nation! Provided by our local restaurants and caterers

## Anchors' Away Local Celebrity Cook Off

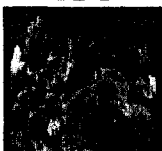
It's back! The *Battle of the Burgs* will once again feature local City & County officials as they compete for the title of the "Best Burg 'Burger'." Secret ingredients allowed!

## Shells Sampling Plaza



Sample and discover numerous spices, cooking recipes and taste temptations available at your local Supermarket.

## Great "Beerier" Reef



*Budweiser*





**South Stage**  
Primarily focused  
on entertainment  
geared towards  
adults

Featuring Regional and National Acts like

***Air Supply***

***The Jake & Elwood  
Blues Revue***

*\*Sanctioned by the Belushi estate\**



**Tribute Show  
*Beatlemania Now***



**North Stage**  
Primarily focused  
on 'tween' and  
young adult market  
entertainment

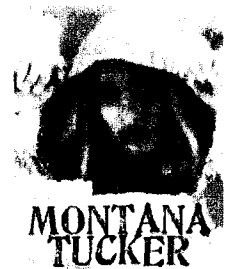
Featuring popular acts like



Blake Lewis



Elliott Yasmin



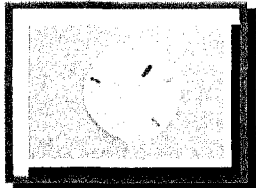
**Plus some of the best local talent in South Florida.**



## Octopus Garden Art Show

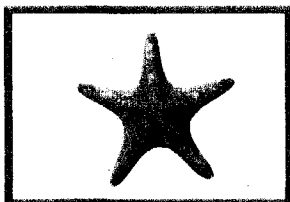


## Sand Dollars Business Park



## Pirates Cove Interactive Auto Plaza

## StarFish Plaza Community Resource Center



## Art Show

In collaboration with

## The Cultural Trust of the Palm Beaches



Commercial exhibits and services of some of the areas leading businesses.



Featuring

## Sponsors Hybrid offerings Plus Break Dancing Pirates "High Voltage"

Universal Studios in Orlando

One Auto Dealership will enjoy a prominent position at the venue site, which will include a 20x20 tent, banners and signage, and car display. Dealer will have the opportunity to feature their Hybrid offerings plus full array of car offerings.

Crowds will gather as or Break dancer get ready to perform their extreme acrobatic stunts around your display to help you promote your dealership.

Provide Non-Profits the opportunity to share their resources through the underwriting of a non-profit resource tent. Sponsor Banner will be prominently placed on a 20x30' tent as attendees enter to gather the latest in community programs and valuable information. Sponsor can provide bags for attendees to gather information.



## Pirates & Princess Contest

This promotion can be designed as a retail driven promotion thru our media sponsors. Parents will be asked to come to your store to enter to win tickets to Disney's 'Pirates and Princess' Special Event *after hours* event at Tomorrow Land.

Sponsor of this onsite activity will be given special signage, recognition and opportunity to make a presentation onstage during the contest and award prizes.

Open to boys & girls dressed as their favorite princess or pirate. They will be judged on creativity, best costume, presence and personality.



## Green Tales 'Save the World' Poster Contest

A Themed Poster Contest distributed to schools K-12 throughout Palm Beach County and in conjunction with The PBC Literacy Coalition. Students are asked to share a story (100 words) on what they would do to *save the world* from things that threaten our water, air, land, humans, and animals. They are then asked to draw a picture that relates to their story.

## Treasure Chest Children's Park



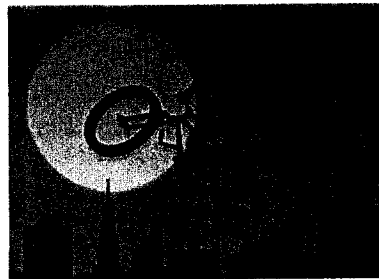
Rock Wall, Face Painting, Bungee Run, Bounce Houses, Inflatable Obstacle Course, Rope a Calf, Tattoos, Interactive make and take, Character walk-A-Rounds, Fire Trucks, Make and Take Activities.

## OTHER ACTIVITIES

Sit and Enjoy the fantastic artistry of these athletic water skiers as they jump, spin and turn before your eyes.



Water- Skiing Demonstrations



## BMX DEMONSTRATIONS

## Sports and Health Area



*The Palm Beach County Sports Commission.*

### Sponsorship Information:

Jaene Miranda /Executive Director  
Office (561) 790-6200 Fax (561) 791-2069  
Email: [jaene@palmswest.com](mailto:jaene@palmswest.com)  
Event Produced by SOR Entertainment