



2021 SPONSORSHIP AND ADVERTISING GUIDE

Downtown Avalon Park Advertising & Event Opportunities

Avalon Park is an 1,860-acre neighborhood located in southeast Orange County, nestled beside the serene, natural surroundings of the Econlockhatchee River. Avalon Park has 240 acres of wetlands, 400 acres of upland preserve, 250 acres of man-made lakes, walking/biking trails and a pool with cabana located in the center of each neighborhood village.

Development principles are based on New Urbanism planning concepts, which emphasizes human-scale communities in which traditional-style neighborhoods are within easy walking distance of the town center to foster an improved quality of life for residents of all ages. Bringing this principle to life includes a mix of housing types, civic uses, office/commercial buildings and Downtown Avalon Park. Planning includes approximately 3,400 single-family units, 1,431 multi-family units and more than half a million square feet of commercial space.

Downtown Avalon Park

Quick Facts

- A Rated Schools with Approximately 10,000 Student Stations
- Over 90 Businesses located in the Downtown
- 25 Minutes to Orlando International Airport
- 15 Minutes to Medical City
- Anchor Tenants: Subway, Pizza Hut, 711, CVS, Publix

Downtown Avalon Park Demographics & Location

Population

- 1 Mile Radius: 14,126
- 3 Mile Radius: 46,049
- 5 Mile Radius: 109,678

Population with College Education

- 1 Mile Radius: 67.59%
- 3 Mile Radius: 66.40%
- 5 Mile Radius: 62.29%

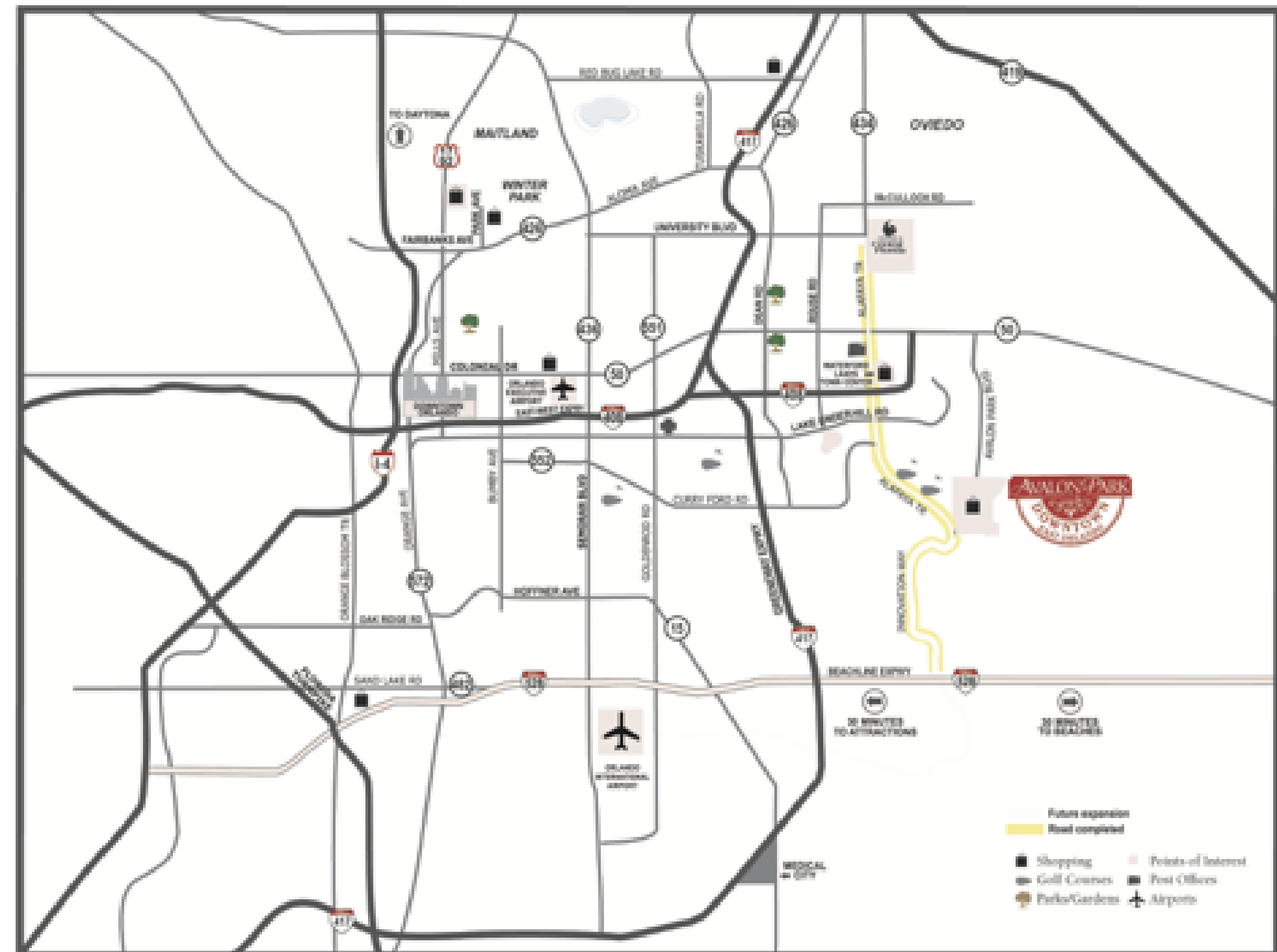
Households

- 1 Mile Radius: 4,337
- 3 Mile Radius: 14,800
- 5 Mile Radius: 35,130

Average Household Income

- 1 Mile Radius: \$106,001
- 3 Mile Radius: \$99,797
- 5 Mile Radius: \$82,310

*Source: U.S. Census Bureau Data USA



Downtown Avalon Park Events

Downtown Avalon Park hosts large community festivals each year with both vendor and sponsorship opportunities.

Absolutely Avalon: April 10, 2021

4th of July: July 4, 2021

Oktoberfest: October 8-9, 2021

Spooktacular: October 30, 2021

Fall Craft Fair: November 13, 2021

Avalon Aglow: December 4, 2021

Holiday Week: December 5-11, 2021

NYE: December 31, 2021

Movie Under the Stars: 4th Fridays Monthly (September-April)

Food Truck Nights: 3rd Sundays Monthly

*Additional Events May Be Added

Downtown Avalon Park Events

Downtown Avalon Park Event Facts

8,000+ event attendees

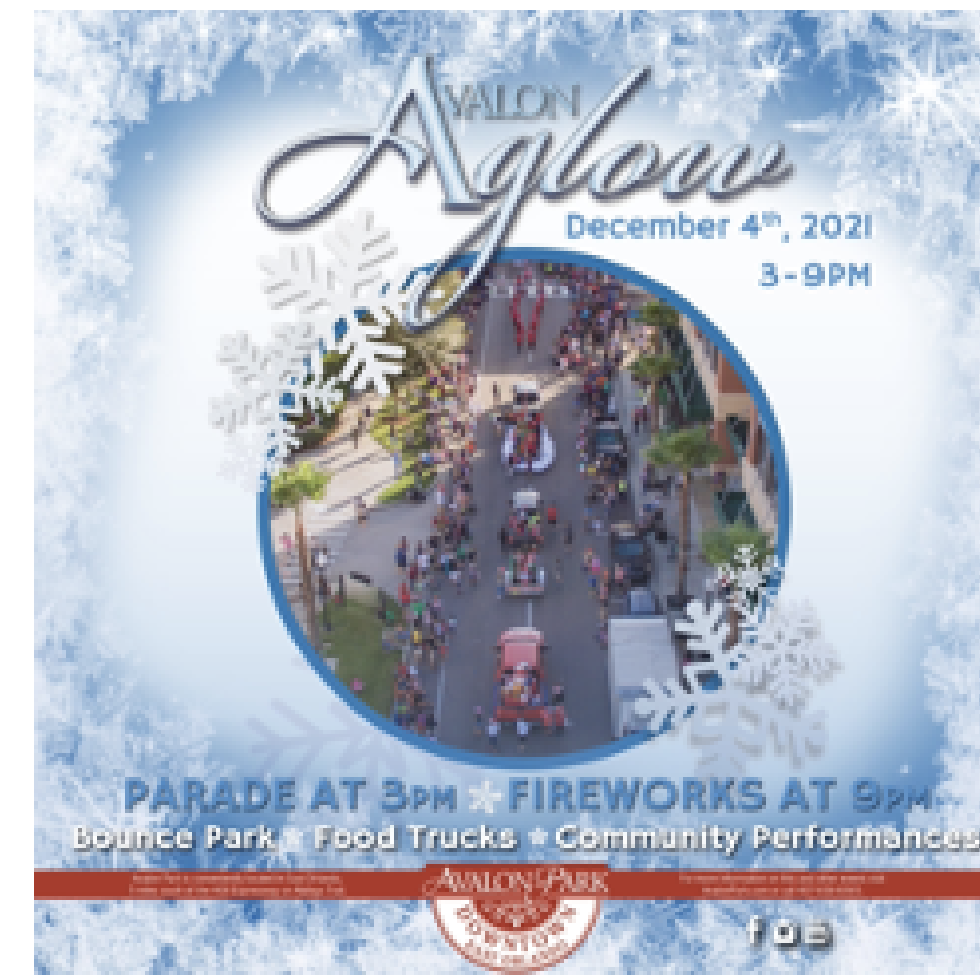
2 Stages with Live Entertainment

Over 150 Vendors

Kids Area, Special Activities specific to each event

Fireworks Show Display at Fourth of July and Avalon Aglow

Event Guide Direct Mailed to 3,600+ homes in East Orlando



Downtown Avalon Park Festival Sponsorship

\$5,000 Title Sponsor/Festival

- Most prominent and largest logo placement
- Most prominent logo placement on event flyers, brochures, posters, materials and other marketing collateral pieces, including, Local Schools (Approx. 10,000) and Avalon Park Business Window Fronts
- Logo included in all local publicity efforts and media releases
- Logo on event day signage and banners
- Logo and link to appear on Avalon Park Website and Social Media
- Logo Included in Promotional Video
- Exclusive e-mail blast to 50,000 registered emails
- Logo as event sponsor on Newsletter from Downtown Avalon Park to 50,000+ email addresses
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event
- Ability to Sponsor the extremely popular Snow Slide in Kids Zone (Specifically for Avalon Aglow)
- Exclusive Opportunity to speak during the event from the main stage
- Banner Placement on the rafters of the main stage
- Prominent Placement in Holiday Parade (Specifically for Avalon Aglow)
- VIP Fireworks Viewing (Specifically for the 4th of July and Avalon Aglow)
- VIP Table in Beer Garden (Specifically for Oktoberfest)

Downtown Avalon Park Festival Sponsorship

\$2,500 Presenting Sponsors/Festival

- Prominent logo placement
- Prominent logo placement on event flyers, event t-shirts, brochures, posters, materials and other marketing collateral pieces, including, Local Schools (Approx. 10,000) and Avalon Park Business Window Fronts
- Logo included in all local publicity efforts and media releases
- Logo on event day signage and banners
- Logo to appear on Avalon Park Website and Social Media
- Listed as event sponsor on Newsletter from Downtown Avalon Park to 50,000+ email addresses
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event
- Banner Placement near main stage on event fencing
- Prominent Placement in Holiday Parade (Specifically for Avalon Aglow)
- VIP Fireworks Viewing (Specifically for Avalon Aglow and Fourth of July)
- VIP Table in Beer Garden (Specifically for Oktoberfest)

Downtown Avalon Park Festival Sponsorship

\$1,000 Area Sponsors/Festival

- Prominent logo placement
- Prominent logo placement on event flyers, brochures, posters, materials and other marketing collateral pieces, including, Local Schools (Approx. 10,000) and Avalon Park Business Window Fronts
- Logo included in all local publicity efforts and media releases
- Logo on event day signage and banners
- Logo to appear on Avalon Park Website and Social Media
- Listed as event sponsor on biweekly email Newsletter from Downtown Avalon Park
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event
- Prominent Placement in Holiday Parade (Specifically for Avalon Aglow)
- VIP Fireworks Viewing (Specifically for Avalon Aglow)
- VIP Table in Beer Garden (Specifically for Oktoberfest)

Downtown Avalon Park Festival Sponsorship

\$250 Supporting Sponsor/Festival

- Name placement on event flyers, brochures, posters, materials and other marketing collateral pieces, including, Local Schools (Approx. 10,000) and Avalon Park Business Window Fronts
- Name on event day signage and banners
- Name to appear on Avalon Park
- Listed as event sponsor on biweekly email Newsletter from Downtown Avalon Park
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event

Downtown Avalon Park

Movie Under the Stars Sponsorship

\$1,000 / Month Movie Under the Stars Sponsor (September – April, 1 Available Monthly)

- Logo placement on event flyers, brochures, posters, materials and other marketing collateral pieces, including, local schools (Approx. 10,000) and Avalon Park business window fronts
- Logo on event day signage and banners
- Logo blast as sponsor on social media posts
- Exclusive event e-blast to 50,000+ email addresses with event flyer and sponsor advertisement
- Logo to appear on Avalon Park social media and website as a sponsor
- Listed as event sponsor on a biweekly email newsletter from Downtown Avalon Park
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event
- Booth Set up at the event
- Exclusive speaking opportunity before the movie starts
- Opportunity to show a branded commercial/video before and after the movie

AVALON PARK ORLANDO PRESENTS
MOVIE UNDER THE STARS
 FEATURING
A BUG'S LIFE!

FRIDAY, MARCH 26, 2021
 MOVIE STARTS AT 7PM
 TOWN PARK

@ f
 AVALONPARK.COM | 407-658-6565

While our films are outside, all guests are encouraged to follow CDC guidelines
 as to personal hygiene, distancing and face masks. If you do not feel well or are
 experiencing any symptoms of COVID-19, please do not attend.

Avalon Park Orlando is conveniently located 5 miles
 South of the 408 Expressway on Adleya Trail.





SAVE THE DATE!
 APRIL 23:
 BOSS BABY



AVALON PARK ORLANDO PRESENTS
MOVIE UNDER THE STARS
 FEATURING
BOSS BABY!

FRIDAY, APRIL 23, 2021
 MOVIE STARTS AT 7PM
 TOWN PARK

@ f
 AVALONPARK.COM | 407-658-6565

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NEXT MOVIE:
 SEPTEMBER 24TH



AVALON PARK ORLANDO PRESENTS
MOVIE UNDER THE STARS
 FEATURING
LADY AND THE TRAMP!

FRIDAY, FEB 26, 2021
 MOVIE STARTS AT 7PM
 TOWN PARK

@ f
 AVALONPARK.COM | 407-658-6565

While our films are outside, all guests are encouraged to follow CDC guidelines
 as to personal hygiene, distancing and face masks. If you do not feel well or are
 experiencing any symptoms of COVID-19, please do not attend.

Avalon Park Orlando is conveniently located 5 miles
 South of the 408 Expressway on Adleya Trail.





SAVE THE DATE!
 MARCH 26 - A BUG'S LIFE
 APRIL 23 - BOSS BABY



Downtown Avalon Park Food Truck Night Sponsorship

\$1,000 / Month Food Truck Sponsor (1 Available Monthly)

- Logo placement on event flyers, brochures, posters, materials and other marketing collateral pieces, including, local schools (Approx. 10,000) and Avalon Park business window fronts
- Logo on event day signage and banners
- Logo blast as sponsor on social media posts
- Exclusive event e-blast to 50,000+ email addresses with event flyer and sponsor advertisement
- Logo to appear on Avalon Park social media and website as sponsor
- Listed as event sponsor on biweekly email newsletter from Downtown Avalon Park
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event
- Booth Set up at the event
- Exclusive speaking opportunity from the stage



MAY 16TH FOOD TRUCKS! 5-8PM IN TOWN PARK

POCHOS MANGO CORP.
BELLS KITCHEN AND SMOKEHOUSE
BIZZLE'S BISTRO
BOWLS FOR TU
RUBIOS BAJA GRILL CATERING
BAO HOUZ
CHIKIZ EMPANADITAS GOURMET
CROOKED COW CREAMERY
WE ROLL FATTYS
JOUR DE CREPE LLC
MONSTA LOBSTA
PERU POWER
RUBIOS BAJA GRILL
ONE WAY COFFEE
KONA ICE

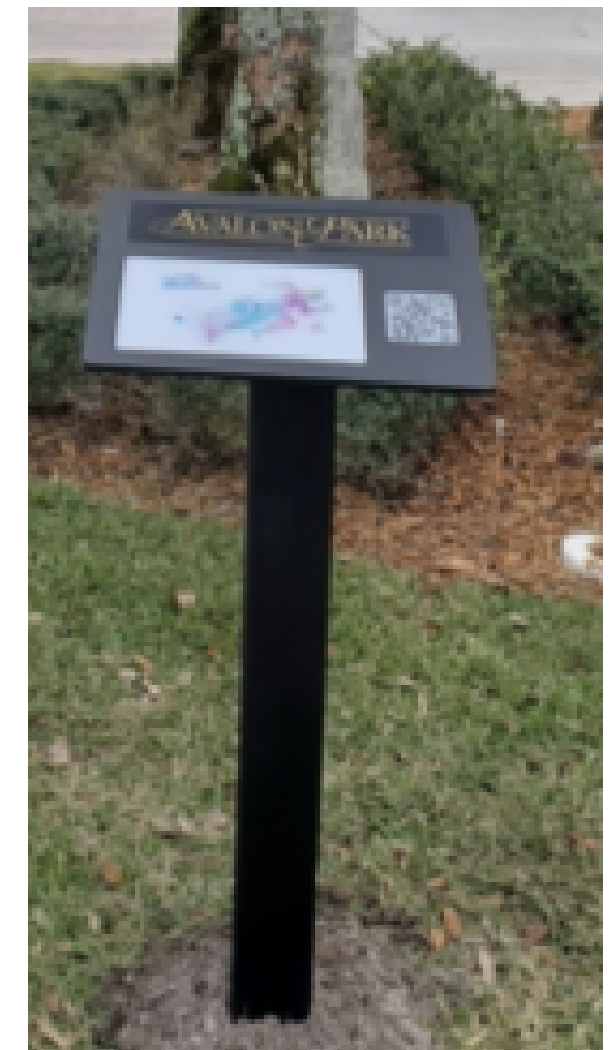
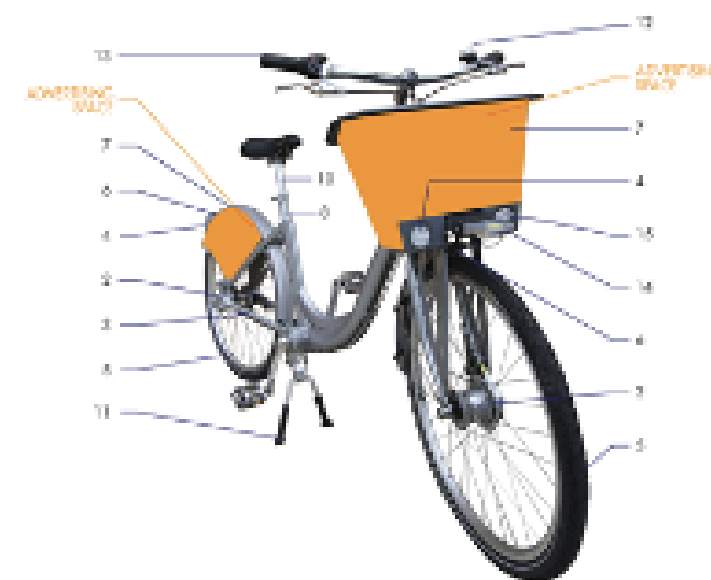


Downtown Avalon Park Live Well Trail Sponsorship

\$100 - \$3,500

The live well initiative is an East Orlando Health Alliance focused on spotlighting and increasing health and wellness programs in the community. There are many opportunities to support and are project-based:

- Contest Awards-\$100
 - Trail Markers- \$500
- Avalon Go Bike Stations-\$2,500/station
- Trail Exercise Equipment-\$3,500/station



Downtown Avalon Park Picture Patch Sponsorship

\$1,000

- Seasonal and Themed Photo Backdrops
- Sponsorship with Branded Hashtag in front of themed backdrops

AVALON PARK IS EXCITED TO INTRODUCE

Picture
PATCH
AVALON PARK

THE FIRST PICTURE PATCH WILL TAKE PLACE ON THE STAGE AT

Fall Craft Fair

NOVEMBER 14TH FROM 10AM - 2 PM
AT TOWN PARK

Wear your favorite outfit and take photos in front of five backdrops! Take them with our professional photographers for \$25 or endless selfies for \$5! All proceeds will benefit the Encore Foundation.

Encore
FOUNDATION

One
way

AVALON PARK
DOWNTOWN
AVALON

ms
MEDIA STYLE

Downtown Avalon Park Events - Vendor

- Standard Festival Vendor Space-\$35
- Premium Festival Vendor Space-\$55
 - Craft Fair Vendor Space-\$25
 - Electricity-\$35

Registration Online at:
<https://www.avalonpark.com/play/news/vendors/>

Downtown Avalon Park Sun Newsletter - Digital



The Monthly Community Newspaper:

- Business Directory
- Informative Articles
- Avalon Park Event Calendar and Notices
- Business Advertisements

Distribution Includes:

- Print:
 - Full Color Newspaper 2 Times per Year
 - Direct mailed to Avalon Park and East Orlando Residents
- Online:
 - E-mail: To over 50,000 subscribed email addresses
 - Downtown Avalon Park website link: 10,000+ impressions monthly



Downtown Avalon Park Sun Newsletter - Print



Size	Specs	Cost
Business Card	3.75"W x 2.125"H	\$125
1/4 Page	3.75"W x 5.0"H	\$200
1/2 Page	7.75"W x 5.0"H	\$300
Full Page	7.75"W x 10.0"H	\$400
Inside Front Cover	7.75"W x 10.0"H	\$500
Inside Back Cover	7.75"W x 10.0"H	\$500
Back Cover	7.75"W x 8.0"H	\$600
Business Listing		\$20
Highlight		\$10
Logo Inclusion		\$10

Cost is per insertion.

All advertisements must be submitted in JPG, PDF or EPS format at 300 DPI.

Downtown Avalon Park Sun Newsletter - Digital

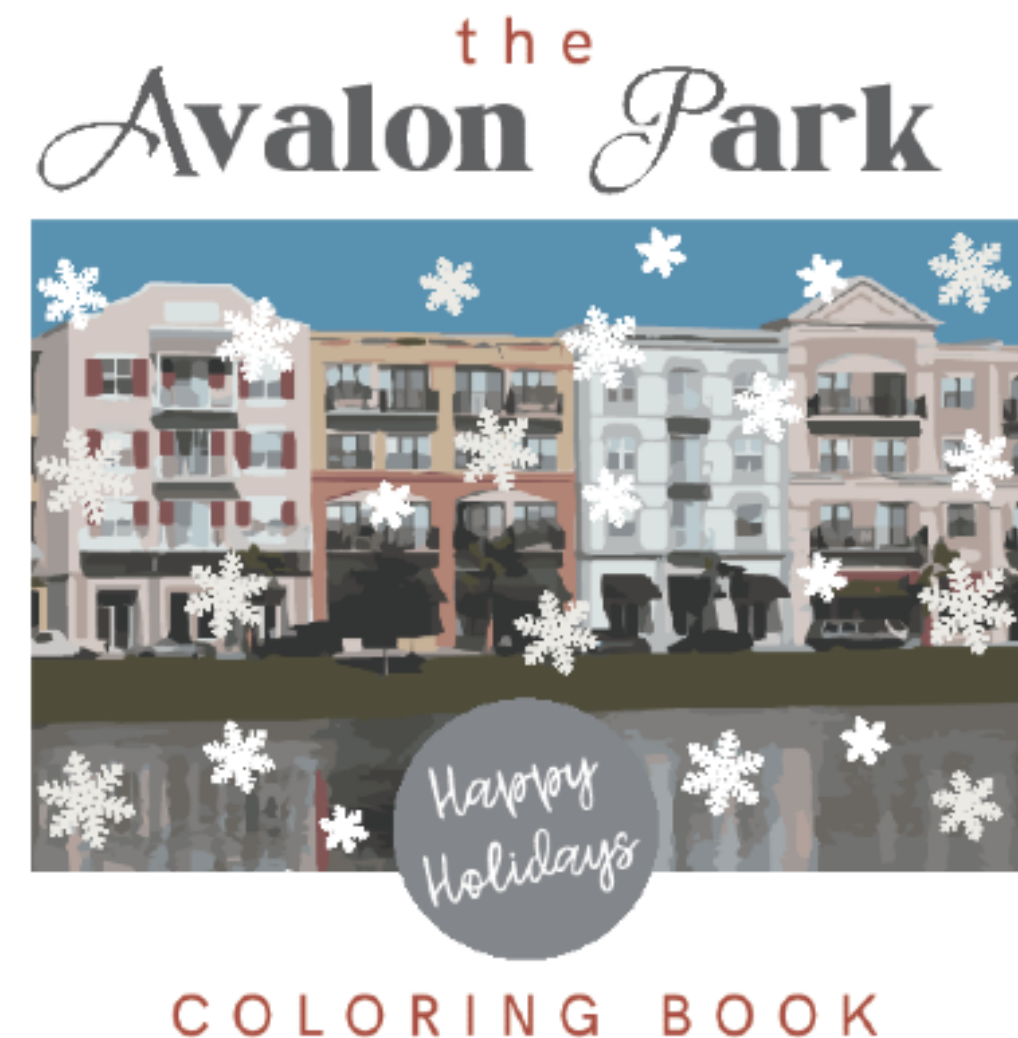


- E-mailed to 50,000+ Subscribed E-mails
- Weekly Highlights Sent
- Deadline: Last Wednesday of the month



Downtown Avalon Park Coloring Book Sponsorship

- 1,000 Seasonal Coloring Books
- Exclusive Sponsorship Opportunity
- 10 Coloring Pages
- 1 Ad Page
- 1 Calendar Page
- Distributed at local businesses and events



Avalon Park Orlando Social Media



- **Facebook**

- www.Facebook.com/AvalonParkOrlando
- 82,202 Likes-19,095 Followers

- **Instagram**

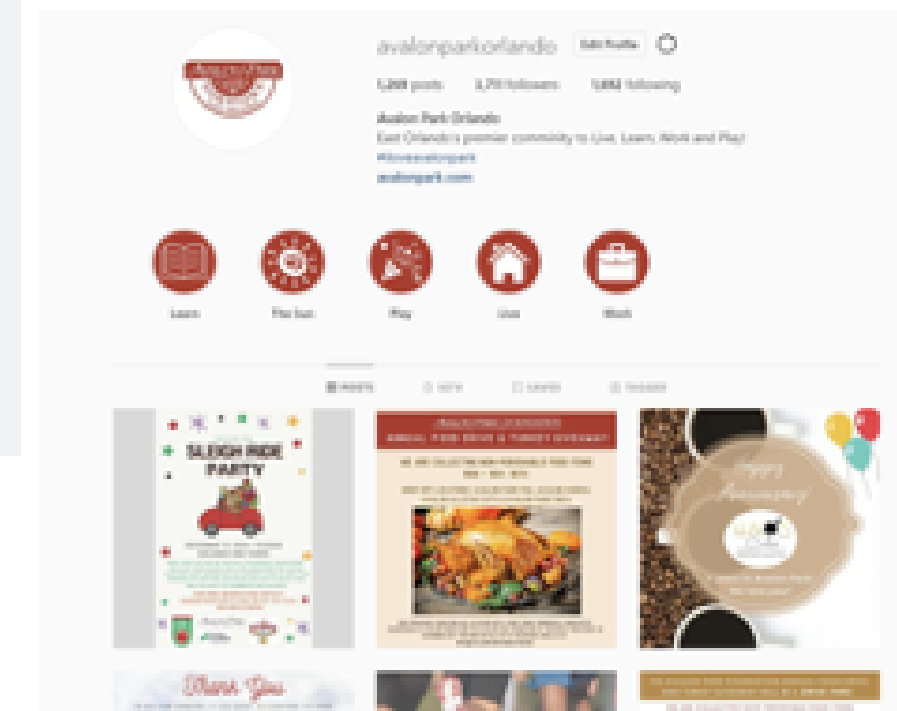
- www.Instagram.com/AvalonParkOrlando
- 4,287 Followers

- **YouTube**

- https://www.youtube.com/channel/UCd2l71quAAyahx3fmfIdoUQ?view_as=subscriber

- **Pinterest**

- www.Pinterest.com/AvalonParkDT
- 174 Followers/2,200 Viewers



Downtown Avalon Park Website Advertisement

- Banner Advertisement on: AvalonPark.com
 - 100,000+ Impressions Monthly



Downtown Avalon Park Advertisement Submission & Graphic Design

- All graphics must be submitted by respective deadlines.
- We will not hold publication or distribution for late creative.
- Graphic Design services are available on an as-needed basis for a fee.

Downtown Avalon Park

Contact



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407.427.6073

AvalonPark.com
[Instagram.com/AvalonParkOrlando](https://www.instagram.com/AvalonParkOrlando)
[Pinterest.com/AvalonParkOrlando](https://www.pinterest.com/AvalonParkOrlando)
[YouTube.com/AvalonParkOrlando](https://www.youtube.com/AvalonParkOrlando)