

Avalon Park Wesley Chapel

2020 Media Kit

Avalon Park Wesley Chapel

Advertising & Event Opportunities

Avalon Park Wesley Chapel is built on the rich traditions of small-town life. Tree-lined streets, lakes, lush landscaping, rocking chair porches and nearby schools, shops and professional services are designed to evoke an ideal of main street America.

Conveniently located just 7.5 miles east of I-75 on SR 54 in Wesley Chapel. Avalon Park Wesley Chapel is close to shopping — including the renowned Wiregrass Mall and The Groves Shopping Center — movie theaters, restaurants, medical centers and top-rated schools. Avalon Park Wesley Chapel is located in the heart of the rapidly growing Wesley Chapel area, just North of Tampa Bay, FL.

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 Wesley Chapel. Planning includes more than 560,000 square feet of retail and 120,000 square feet of office space allowing for a bustling, pedestrian-friendly Downtown that will become a hub of activity as the community grows.

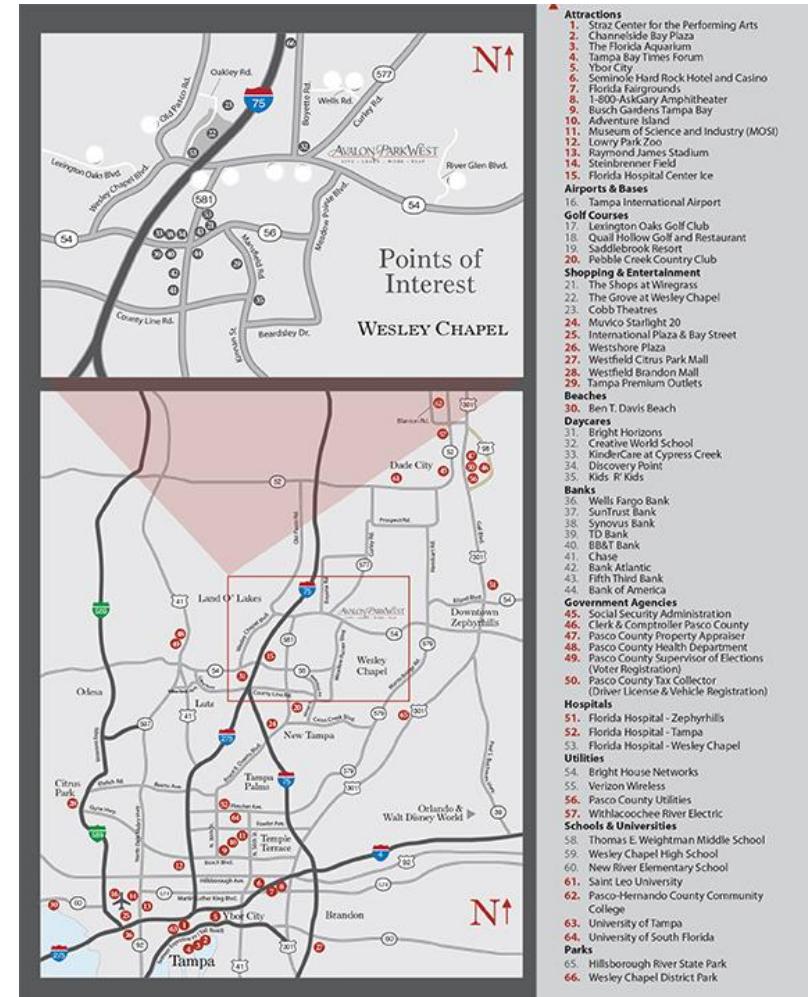
Avalon Park Wesley Chapel Quick Facts

- 1,600 Acre Master-Planned Community
- Entitled for:
 - 4,400 Residential Units
 - 560,000 SF of Commercial Space
 - 120,000 SF of Office Space
- Located on SR 54 with 25,500 daily traffic trips (upon estimated completion date 2021, SR 54 will have 50,000+ daily trips)

Demographics & Location

- Population
 - 459,023 - Total in Pasco County
 - 238,731 - Wesley Chapel Population
 - 209,945 - Population in 10 mile radius
- Median Age: 40
- Average Household Income
 - \$76,936

*Source: U.S. Census Bureau Data USA



Avalon Park Wesley Chapel Events

Avalon Park Wesley Chapel hosts 4 large community festivals each year with both vendor and sponsorship opportunities.

Absolutely Avalon: April 18, 2019

4th of July: July 4, 2019

Spooktacular: October 24, 2019

Avalon Aglow: December 12, 2019

Movie Under the Stars: 2nd Fridays (September-April)

*Additional Events May Be Added

Avalon Park Wesley Chapel Events

Avalon Park Wesley Chapel Event Facts

3,000+ event attendees

Stage with Live Entertainment

Over 50 Vendors

Kids Area, Special Activities specific to each event

Fireworks Show Display at Fourth of July and Avalon Aglow

Event Guide Direct Mailed to 2,500 homes in Tampa Area

Avalon Park Wesley Chapel Events-Vendor

- Standard Festival Vendor Space-\$30
- Food Vendor Space-\$70
- Electricity-\$35

Registration Online at:

<https://avalonparkwesleychapel.com>

Avalon Park Wesley Chapel Events-Sponsorship

\$5,000 Title Sponsor (1 available)

- Most prominent and largest logo placement
- Most prominent logo placement on event flyers, brochures, posters, materials and other marketing collateral pieces, including local schools and businesses
- 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 Wesley Chapel Website and Social Media
- Exclusive e-mail blast to 15,000 registered emails
- Logo as event sponsor on Newsletter from Avalon Park Wesley Chapel to 15,000+ email addresses
- Use of the Avalon Park Wesley Chapel 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 Avalon Aglow)

Avalon Park Wesley Chapel Events-Sponsorship

\$2,500 Presenting Sponsors (2 available)

- Prominent logo placement
- Prominent logo placement on event flyers, event t-shirts, brochures, posters, materials and other marketing collateral pieces, including local schools and businesses
- Logo included in all local publicity efforts and media releases
- Logo on event day signage and banners
- Logo to appear on Avalon Park Wesley Chapel Website and Social Media
- Listed as event sponsor on Newsletter from Avalon Park Wesley Chapel
- Use of the Downtown Avalon Park Wesley Chapel 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)
- VIP Table in Beer Garden (Specifically for Oktoberfest)

Avalon Park Wesley Chapel Events-Sponsorship

\$1,000 Area Sponsors (2 available)

- Prominent logo placement
- Prominent logo placement on event flyers, brochures, posters, materials and other marketing collateral pieces
- 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 Avalon Park Wesley Chapel
- Use of the Avalon Park Wesley Chapel 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)

Avalon Park Wesley Chapel Events-Sponsorship

\$250 Supporting Sponsor (8 available)

- Name placement on event flyers, brochures, posters, materials and other marketing collateral pieces, including, local schools and businesses
- Name on event day signage and banners
- Name to appear on Avalon Park Wesley Chapel website
- Listed as event sponsor on biweekly email Newsletter from Avalon Park Wesley Chapel
- Use of the Avalon Park Wesley Chapel logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event

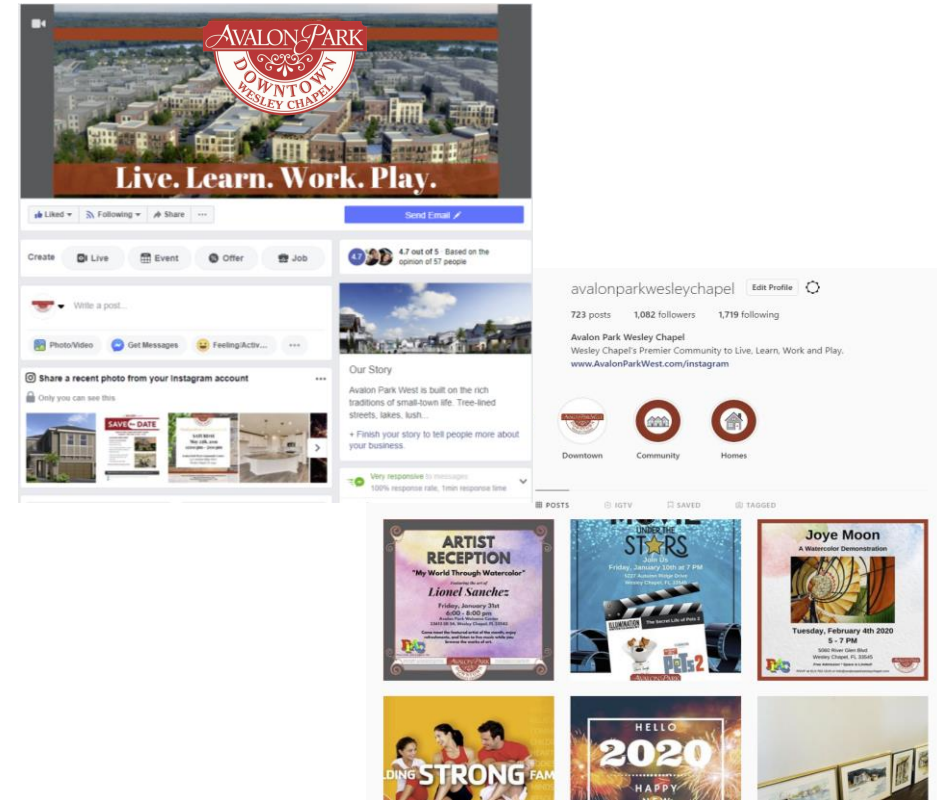
Avalon Park Wesley Chapel Events-Sponsorship

\$1,000 Movie Under the Stars Sponsor (September – April)

- 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 30,000+ 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 Avalon Park Wesley Chapel
- Use of the Avalon Park Wesley Chapel 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

Social Media

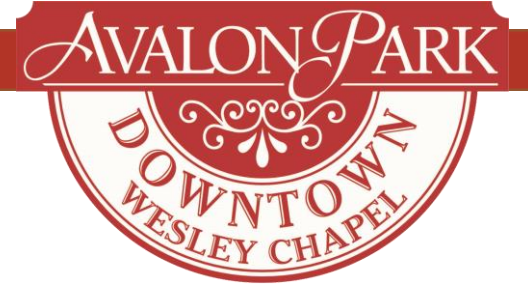
- Facebook
 - www.Facebook.com/AvalonParkWesleyChapel
 - 2,356 Followers
- Instagram
 - www.Instagram.com/AvalonParkWesleyChapel
 - 1,253 Followers
- Twitter
 - www.Twitter.com/AvalonParkWC
 - 340 Followers
- Pinterest
 - www.Pinterest.com/AvalonParkWesleyChapel
 - 91 Followers/3,500 Viewers



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.

Contact



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AvalonParkWesleyChapel.com

Facebook.com/AvalonParkWesleyChapel

Instagram.com/AvalonParkWesleyChapel

Twitter.com/AvalonParkWC

Pinterest.com/AvalonParkWesleyChapel

<http://youtube.com/c/AvalonParkWesleyChapel>