



# 16<sup>TH</sup> ANNUAL



**July 13 – 15, 2012**

**Sponsor Information Packet**



## **Introduction to the Hernando de Soto Historical Society**

In the spring of 2012, the Hernando de Soto Historical Society completed its 73rd year of providing the De Soto Heritage Festival, a series of quality, family-oriented events for residents and tourists in southwest Florida.

Since 1939, the De Soto Heritage Festival has been recognized as the largest series of entertainment events in Manatee County, drawing visitors from across the country and Spain. The members of the Hernando de Soto Historical Society maintain close ties with Bradenton's Sister City - Barcarrota, Spain. For almost four decades, two delegates from Barcarrota have traveled to Bradenton each year to take part in the annual Festival.

The Hernando de Soto Historical Society brings together a remarkable collection of committed volunteers who work hundreds of hours to provide the community with a Festival that receives both regional and national recognition for service to southwest Florida. The Hernando de Soto Historical Society is charged with keeping alive the memory of Hernando de Soto and his Crewe of Conquistador's landing in 1539 in what is now called Manatee County.

The De Soto Heritage Festival has been voted Best Festival/Event in the Bradenton Herald Readers Preference Awards by Manatee County residents for many years.

In 2011, more than 200,000 people attended the Hernando de Soto Historical Society events. All major area newspapers and radio and television stations covered the events. More than 75 groups of businesses and individuals contributed sponsorship dollars, discounts of services and volunteer time to support the Festival. The Society's annual budget is approximately \$300,000.

More than 20 committees responsible for planning and producing the individual events are formed by the Society. These committees consist of the 225 Hernando de Soto Historical Society members and other interested public groups, including sponsors, various officials from Manatee County, the City of Bradenton and the City of Palmetto. All join the Festival team by assisting with event site permitting and providing community emergency services support.



## Who We Are

The Hernando de Soto Historical Society, Inc. is a not-for-profit, community organization of 225 Conquistadors (volunteer members) who celebrate the historical significance of Spanish explorer Hernando de Soto's landing near the mouth of the Manatee River in May 1539. With his 600 Conquistadors, de Soto claimed possession of La Florida on behalf of the Spanish crown and later began his lengthy exploration of what is now the southeastern United States.

With its membership including many local civic, governmental and business leaders, the Society serves in a variety of community-oriented roles:

Supports various local charities including Blue Knights Law Enforcement, Boys & Girls Clubs of Manatee County Lighthouse of Manatee, Manasota Association for Retarded Citizens, Manatee Historical Village, South Florida Museum and Women's Resource Center.

Annually distributes college scholarship money to students from Manatee County. Financially supports a sister organization, the Conquistador Historical Foundation, which donates to other community charities, provides educational programs including a student exchange program with Barcarrota, Spain (Bradenton's Sister City), funds scholarships, and maintains a museum in downtown Bradenton. The Foundation also has a traveling history display frequently seen in the lobbies of local businesses. Annually produces the largest entertainment events in Manatee County including our SeaFood Fest, homemade boating race, fishing tournament, a musical and fashion show, a black-tie ball, Children's Parade and our nighttime Grand Parade.

Provides public education on Florida's Spanish heritage through Crewe visits to local schools and retirement homes.

The Hernando de Soto Historical Society's premier series of fund-raising events, collectively called the De Soto Heritage Festival, receives considerable media attention as do the various event sponsors. Dues-paying members spend countless hours preparing for the Festival – with its strong, positive influence on residents and guests simply because of their love for the community.

The modern day Hernando de Soto and his Crewe of Conquistadors are highly popular and regularly draw large crowds whether they are visiting local schools or businesses.

We are proudly entering our 74th year of producing the Festival. We hope you will join us in helping sponsor Manatee County's premier series of events. We look forward to a lasting and mutually beneficial relationship.



## **What do the Society, Festival and Foundation contribute to the Community?**

The Hernando de Soto Historical Society and the Conquistador Historical Foundation donate college scholarship funds to a dozen local youths. They also support the following charities: Adopt-A-Family, Hope Family Services, Manatee Children's Services, ManaTeens, Special Olympics, the Boys & Girls Clubs of Manatee County, and other worthwhile causes.

The modern-day Hernando de Soto and his Crewe visit senior citizen centers, civic organizations, churches and local businesses to talk about the various cultural and ethnic aspects of life in Manatee County, as well as its heritage.

Libraries and schools also receive visits from Hernando de Soto and his Crewe to talk with students about the historical significance of the early Spanish explorers' influence on the development of Florida.

Last year, Hernando de Soto and his Crewe made more than 200 appearances throughout Manatee County and across America. These colorful representatives of the Society introduce Manatee County as an area rich in cultural, historical, agricultural and environmental diversity to thousands of visitors each year.

The Society provides a membership organization for community and civic leaders to work together to promote the community. By involving all aspects of the community in various events, the true diversity of the area and Florida is reflected.

The De Soto Heritage Festival enhances the community by providing the attraction of an annual festival that celebrates life in Manatee County.

The Society provides an opportunity for involvement of area businesses through sponsorships and donations that the community recognizes and appreciates.



# 2012 De Soto Fishing Tournament

## Sponsorship Opportunities



**July 13 – 15, 2012**  
**Tarpon Pointe Grill & Tiki Bar**

Anglers from throughout Florida participate each year in this popular offshore/inshore fishing tournament. With cash and prizes totaling more than \$20,000, anglers of various skill levels will be vying for top honors and serious bragging rights.

Friday evening's Captain's meeting will kick off this exciting event. Sunday's weigh in at the Tarpon Pointe Grill & Tiki Bar is a special treat for friends and families as they await the anglers return.



# 2012 De Soto Fishing Tournament Sponsorship Opportunities

## PRESENTING SPONSOR \$10,000

- Name and logo listed in sponsor “Thank You” ads in local newspapers
- Name mentioned at all Tournament activities by the event emcee including the Friday evening activities at the Tarpon Pointe Grill & Tiki Bar
- Outside back cover full page, full color ad in the Tournament Program
- Name and logo on front cover of the Tournament Program
- Name and logo listed on all event placards and banners provided by Tournament
- Prominently displayed 5’ x 7’ corporate banner at the Tournament
- Preferential logo placement printed on the official event T-shirt
- Boat entries in the Tournament option of two (2) in the inshore division or one (1) boat entry in the offshore division
- Company name and logo located on winners float at the 2013 De Soto Grand Parade
- Preferential placement of sponsor’s logo in all media listings
- Sponsor’s website logo link on De Soto’s website for One (1) year
- Name in all on-air advertising including television and radio. “De Soto Fishing Tournament brought to you by \_\_\_\_\_”



## **Marlin**

### **\$5,000**

- Name and logo listed in sponsor “Thank You” ad in local newspapers
- Name mentioned at all Tournament activities by the event emcee
- Preferential placement of sponsor’s logo in all media listings
- Inside front or inside back cover full page, full color ad in the Tournament Program
- Name and logo listed on all event placards and banners provided by the Tournament
- Display 4’ x 6’ corporate banner at all Tournament activities
- Preferential logo placement printed on the official event T-shirt
- Boat entries in the Tournament option of two (2) in the inshore division or one (1) boat entry in the offshore division

## **Snook**

### **\$2,500**

- Name listed in sponsor “Thank You” ad in the local newspapers
- Name mentioned at all Tournament activities by the event emcee
- Name listed in the Tournament Program as a Snook Sponsor
- Full page, full color ad in the Tournament Program
- Name listed on all event placards and banners provided by the Tournament
- Display 4’ x 6’ corporate banner at all Tournament activities
- Name printed on the official event T-Shirt
- Entry for one (1) boat in the Tournament in the inshore division



## Sailfish \$1,000

- Name listed in the sponsor "Thank You" ad in the local newspapers
- Name mentioned in all Tournament activities by the event emcee
- Name listed in the Tournament Program as a Sailfish Sponsor
- Full page, full color ad in the Tournament Program
- Name listed on all event placards and banners provided by the Tournament
- Display 4' x 6' corporate banner at all Tournament activities

## Dolphin \$500

- Name listed in the sponsor "Thank You" ad in the local newspapers
- Name mentioned at all Tournament activities by the event emcee
- Name listed in the Tournament Program as Dolphin Sponsor
- Full page ad in the Tournament Program



**Hernando de Soto Historical Society, Inc.  
2012 De Soto Fishing Tournament  
Sponsor Contract**

For the sum of \$\_\_\_\_\_ I/We agree to be an official sponsor of the 2012 De Soto Fishing Tournament.

Please check the desired Sponsor Level:

_____ Presenting	\$10,000
_____ Marlin	5,000
_____ Snook	2,500
_____ Sailfish	1,000
_____ Dolphin	500

The tournament is scheduled for July 13<sup>th</sup>-15<sup>th</sup>, 2012. COPY DEADLINE is June 13<sup>th</sup>, 2012.

**In Kind contributions gladly accepted at 50% of retail value.**

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Email Address: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please make check payable to: **Hernando de Soto Historical Society**  
Send contract and check to: 910 Third Avenue West  
Bradenton, FL. 34205





Hernando De Soto Historical Society  
2012 De Soto Fishing Tournament Program  
Contract for Advertising

For the sum of \$\_\_\_\_\_ I/We agree to purchase advertising space in the 2012 De Soto Fishing Tournament Program and will furnish camera-ready copy for the following (please check the desired ad size):

_____ Business Card	\$100	_____ Half Page	\$300
_____ Quarter Page	\$175	_____ Full Page/Dolphin Sponsor	\$500

The tournament is scheduled for July 13<sup>th</sup> - 15<sup>th</sup>, 2012

**COPY DEADLINE: June 13<sup>th</sup>, 2012**

**In Kind contributions gladly accepted at 50% of retail value**

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Email address: \_\_\_\_\_ Ad Size: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please make checks payable to:

Hernando de Soto Historical Society

Send with contract and camera ready artwork or digital files to:

De Soto Fishing Tournament

910 Third Avenue West

Bradenton Fl 34205

941-747-1998

Specifications for display ads

**Electronic files:** including fonts & links  
300. dpi min

**Sizes**

Full page, no bleed, 7.5 x 10 – bleed, 8.625 x 11.25

Half Page – horizontal, 7.5 x 4.5

Quarter page – 3.5 x 4.5

Business Card – 3.5 x 2

Adobe PageMaker 6.5 Photoshop CS2

Illustrator CS2/In Design CS2

Quark Express 4

.PDF files & .EPS files

**Four color**

Right –reading, emulsion side up

Negatives. 133-line screen, with color key

**Black and White**

Velox, 120-line screen

Full page, no bleed, 7.5 x 10 – bleed, 8.625 x 11.25

Half Page – Horizontal, 7.5 x 4.5

Quarter page – 3.5 x 4.5

Business Card – 3.5 x 2

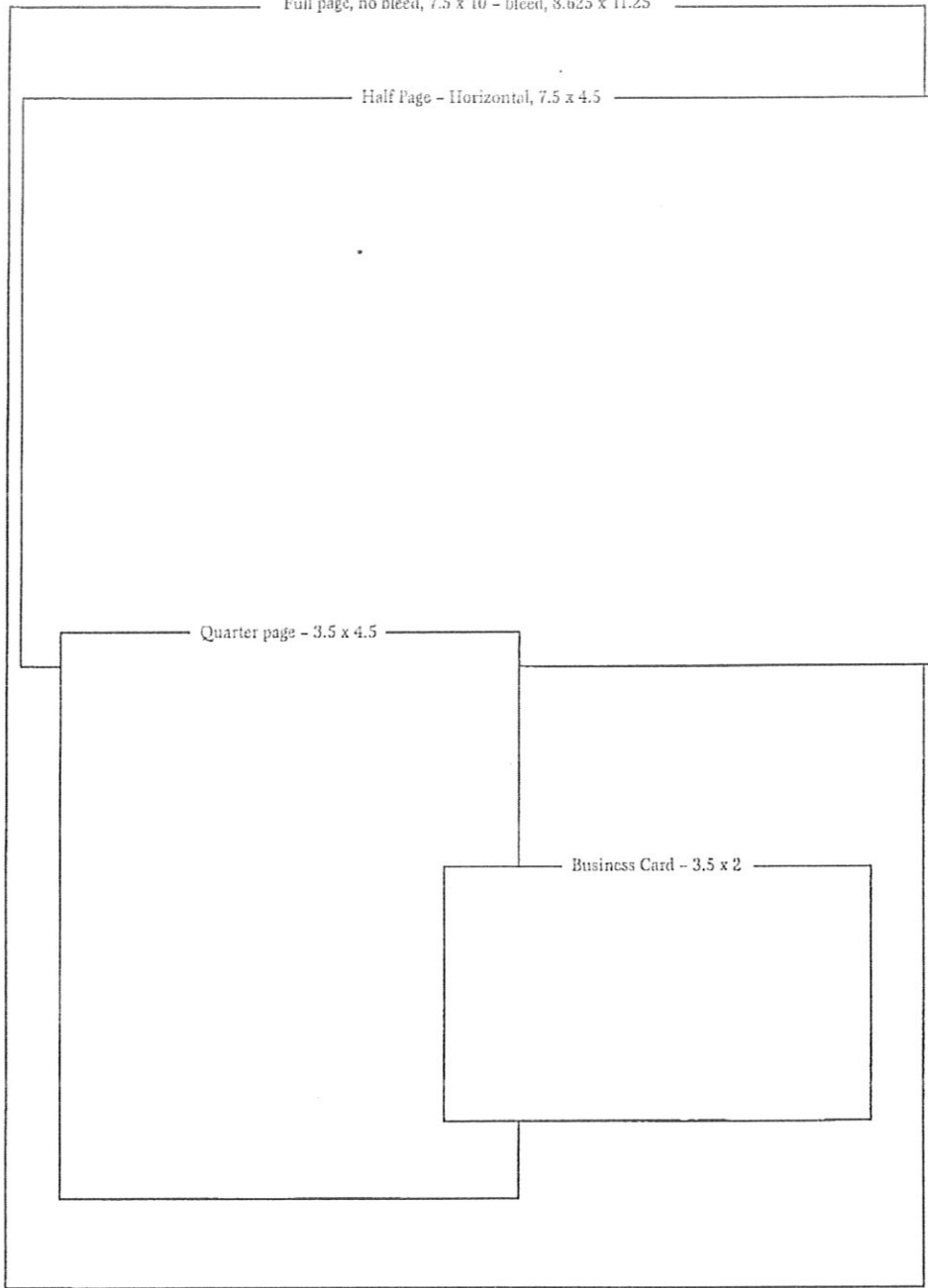


Full page, no bleed, 7.5 x 10 - bleed, 8.625 x 11.25

Half Page - Horizontal, 7.5 x 4.5

Quarter page - 3.5 x 4.5

Business Card - 3.5 x 2





**Hernando de Soto Historical Society, Inc.**

**The Spanish Manor House**

**910 Third Avenue West • Bradenton, FL 34205**

**941-747-1998**

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**Email [smcglynn@desotohq.com](mailto:smcglynn@desotohq.com)**

**[www.desotohq.com](http://www.desotohq.com)**