

Dunedin Parks & Recreation

Be Involved & Be Seen!

*Special Event
Sponsorship Opportunities*

City of
DUNEDIN
Parks & Recreation





Dear Community Partner,

The Dunedin Parks & Recreation Department is excited to invite you to be a part of our annual special events. These vibrant, family-friendly gatherings are open to the public and held throughout the year at various city parks and recreation centers. They offer a wonderful opportunity for neighbors and visitors to come together and celebrate all that makes Dunedin such a special place to live, work, and play.

Our department is proud to host a wide variety of well-attended events, thanks to the dedication of our experienced and enthusiastic team. These events consistently draw large crowds offering excellent exposure for your business or organization.

Enclosed you'll find a sponsorship packet that outlines several unique and affordable opportunities designed to help you reach local residents, area visitors, and potential new customers.

We've developed a range of sponsorship levels to give you flexibility and maximize your promotional impact. Together, we can create memorable experiences for thousands of people throughout the year.

Please review the enclosed materials, which include detailed sponsorship benefits and an application form. We would be honored to have your support and look forward to the opportunity to partner with you.





Thank you for your time and consideration.

Sincerely,



The Dunedin Parks & Recreation Team
City of Dunedin
Parks & Recreation Department

Event Line-Up




From community-wide festivities with thousands of visitors, to intimate gatherings of families, below is a wide array of sponsorship opportunities to meet your needs.

	= Attendance of 2,000+
	= Attendance of 751-2,000
	= Attendance of 301-750
	= Attendance up to 300





Holiday Events

Holiday Parade & Old Fashioned Christmas	
Holiday Boat Parade & Tree Lighting	
Halloween Happenings	
Breakfast with Santa	
Flashlight Easter Egg Hunt	
Bunny Brunch	






Fitness & Wellness Events

Hog Hustle 5K Run or Walk	
Senior Expo	
Fitness in the Park	

Outdoor Concerts & Films

Sunset Music Series	
Starlight Concerts	
Movies in the Park	
Drive-In Movie Nights	

Family Events

Christmas in July	
Juneteenth Celebration	
Dunedin Family FunFest	
Splash Bash & Picnic	
Midnite Madness	
MLK, Jr. Celebration & Unity Breakfast	

Holiday Parade & Old Fashioned Christmas

2nd Saturday in December in Downtown Dunedin

Event Profile

- Approximately 8,000-10,000 Attendees
- Holiday Parade with over 100 units
- Dueling Snow Slides
- Ice Skating
- Horse-Drawn Carriage Rides
- Main Stage Live Entertainment
- Roaming Street Performers, Carolers, and Musicians
- “Snow Flurries” on Main Street
- Visits with Santa Claus
- Kids Crafts, Games, Face Painting, and S'Mores

Description & Overview

Be a part of the holiday joy and magic! Dunedin’s “Holiday Parade & Old Fashioned Christmas” event is the city’s most cherished seasonal celebration, drawing thousands of families and visitors into the heart of our vibrant downtown. It’s a unique opportunity for your business to shine alongside the twinkling lights, festive music, and joyful community spirit.

Each year, the streets of downtown Dunedin are transformed into a winter wonderland - lined with tinsel colorful lights, live music, and even snowflakes! Spectators of all ages line the sidewalks to cheer on a spectacular parade of decorated floats, marching bands, dance troupes, and festive vehicles - all leading up to Santa’s grand arrival on the final fire engine.

After the parade, the celebration continues with horse-drawn carriage rides through charming, holiday-lit streets, thrilling snow slides and old-fashioned games, holiday crafts, face painting, S’mores roasting, and live holiday music filling the air from the downtown park stage.

As a sponsor, your business will shine in this unforgettable experience, gaining valuable exposure to thousands of engaged attendees while supporting a beloved community tradition.

Sponsorship Levels & Opportunities	Sponsorship Level					
	Snow Slide \$4,500 (2 available)	Ice Skating \$4,500	Parade Sponsor \$3,500	Main Stage \$1,000	Carriage Rides \$500	Kids Crafts \$500
Ability to speak on stage and introduce the band.				✓		
Ability to walk at front of the parade with event banner including company logo. (City provides banner)			✓			
Company identified on all marketing materials (print and online).	Logo	Logo	Logo	Logo	Name	Name
Sponsorship recognition during public address announcements.	✓	✓	✓	✓	✓	✓
Company banner displayed at the sponsored location. City provides banner for the Parade and Snow Slide sponsors. All other sponsors must provide their own banner.	✓	✓	✓	✓	✓	✓



Holiday Boat Parade & Tree Lighting

1st Saturday in December @ Dunedin Marina/Edgewater Park

Event Profile

- Approximately 6,000 Attendees
- Lighted Boat Parade
- Santa's Arrival by Boat
- Tree Lighting Ceremony
- Holiday Music

Description & Overview

The Holiday Boat Parade & Tree Lighting Ceremony has been a traditional waterfront celebration for many years as thousands of families and visitors watch the decorated boats parade into the Marina. Entertainment and activities include holiday music, Santa's arrival by boat, concessions and S'mores. Santa then arrives by boat greeting the children and then leads the countdown in the lighting of the City's holiday tree.

Sponsorship Levels & Opportunities	Presenting \$500	Gold \$300 (4 available)
Ability to speak on stage to welcome the crowd and kick off the event.	✓	
City will provide a table and 2 chairs for company promotions.	✓	✓
Company banner strategically displayed. (Company provides banner)	✓	✓
Sponsorship recognition during public address announcements.	✓	✓
Company identified on all marketing materials (print and online).	Logo	Name



Halloween Happenings

Saturday before Halloween @ Highlander Park

Event Profile

- Approximately 5,000 Attendees
- Haunted Hayride
- Little Goblins Hayride
- Boo in the Zoo
- Carnival Games & Inflatables
- Costume Contest

Description & Overview

Halloween Happenings is a signature event and family tradition for thousands of residents and visitors. Entertainment and activities include child-focused, Halloween-themed carnival games, kids crafts, bounce houses, spooky storytelling, haunted hayride, a costume contest for all ages, and a not-so-scary Boo in the Zoo and Little Goblins Hayride for preschoolers.

Sponsorship Levels & Opportunities	Sponsorship Level					
	Platinum Sponsor \$1,000	Costume Contest \$500	Haunted Hayride \$500	Little Goblins Hayride \$250	Boo in the Zoo \$250	Carnival Games \$250
Company identified as the Platinum Sponsor of the event on all marketing materials and advertisements.	✓					
Ability to speak on stage and welcome the crowd.	✓					
Event Package (2 Wristbands, 4 Hayride Tickets and 1 Parking Pass)	4	2	2			
Company identified on all marketing materials (print and online).	Logo	Logo	Logo	Name	Name	Name
Sponsorship recognition during public address announcements.	✓	✓	✓	✓	✓	✓
Company banner displayed at sponsored location. (Company provides banner)	✓	✓	✓	✓	✓	✓



Breakfast with Santa

1st Saturday in December @ Dunedin Community Center

Event Profile

- Approximately 300 Attendees
- All-You-Can-Eat Breakfast
- Arts & Crafts for Kids
- Live Entertainment
- Photo Opportunity with Santa

Description & Overview

This multi-generational event offers families with young children the opportunity to visit with Santa Claus, while enjoying breakfast, children's activities, and live entertainment.

Sponsorship Levels & Opportunities	Gold \$250 (4 available)
City will provide a table and 2 chairs for company promotions.	✓
Company name displayed on all marketing materials (print and online).	✓
Company banner strategically displayed. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓



Flashlight Easter Egg Hunt

Saturday event around Easter @ MLK, Jr. Recreation Center

Event Profile

- Approximately 300 Attendees
- Flashlight Egg Hunt
- Kids Crafts & Games
- Hot Dog Picnic for Kids and Adults
- Visit with the Easter Bunny

Description & Overview

Children (ages 4-10) bring their flashlight and basket to hunt for eggs in the dark during this “egg-citing” family event. Participants also have fun enjoying games, crafts and a hot dog dinner.

Sponsorship Levels & Opportunities	Gold \$250 (4 available)
City will provide a table and 2 chairs for company promotions.	✓
Company name displayed on all marketing materials (print and online).	✓
Company banner strategically displayed. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓



Bunny Brunch

Saturday event around Easter @ Dunedin Community Center

Event Profile

- Estimated Attendance of 300
- Light Brunch
- Games and Crafts for Kids
- Egg Hunt
- Visit with the Easter Bunny

Description & Overview

This event offers families with young children, ages 1-4, the ability to celebrate and visit with the Easter Bunny while enjoying a light brunch, children's activities and an egg hunt.

Sponsorship Levels & Opportunities	Gold \$250
City will provide a table and 2 chairs for company promotions.	✓
Company name displayed on all marketing materials (print and online).	✓
Company banner strategically displayed. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓



Hog Hustle 5K Run or Walk

Saturday in May through Downtown Dunedin

Event Profile

- Attendance of 1,000 (350 Runners plus 650 Spectators)
- Event for Youth, Adults and Seniors
- Starts & Ends at Hale Senior Activity Center
- Course travels along the waterfront of Edgewater Drive and through Downtown Dunedin
- Breakfast, T-shirts and Awards provided to race participants

Description & Overview

The Hog Hustle 5K Run is one of Dunedin's signature events. Breakfast is provided by the Kiwanis Club of Dunedin. Runners take their mark and begin at the Hale Senior Activity Center and enjoy a scenic route along the waterfront of Edgewater Drive, through downtown Dunedin, then back to the Hale Center to cross the finish line.

Sponsorship Levels & Opportunities	Sponsorship Level			
	Presenting \$1,000	Platinum \$750 (4 available)	Gold \$500	Silver \$250
Company identified as the Presenting sponsor of the event on all marketing materials and advertisements.	✓			
Ability to welcome the crowd and shoot the race starting gun.	✓			
Company website link included on City's online advertising.	✓			
Two Yearly Fitness Memberships to the Dunedin Recreation Fitness Center.	✓			
City will provide a table and 2 chairs for company promotions.	✓	✓		
Free race entries which includes a t-shirt and a post-race breakfast.	10	5	2	
Banner strategically displayed at the event. (Company provides banner)	✓	✓	✓	
Company may provide promotional materials to be stuffed in the runner's registration packet.	✓	✓	✓	✓
Sponsorship recognition during public address announcements.	✓	✓	✓	✓
Company identified on race t-shirt.	Logo	Logo	Logo	Logo
Company identified on all marketing materials (print and online).	Logo	Logo	Name	Name



Senior Expo

Friday in January @ Hale Senior Activity Center

Event Profile

- Over 400 Attendees
- 50+ Vendors providing information for older adults
- Free Lunch

Description & Overview

This expo features over 50 local businesses and organizations providing valuable resources and information for older adults including retirement living, healthcare, medical equipment, beauty, nutrition, exercise and wellness, legal and financial services, recreational activities, home care, and more! Free health screenings are performed and a free lunch is provided.

Sponsorship Levels & Opportunities	Gold \$500 (4 available)	Silver \$200
City will provide a table and 2 chairs for company promotions.	✓	
Sponsor provides 200 give-away bags imprinted with sponsor logo.	✓	
City will provide (2) lunch tickets.	✓	
Sponsorship recognition during public address announcements.	✓	✓
Company identified on all marketing materials (print and online).	Logo	Name



Fitness in the Park

Saturday in March @ Weaver Park

Event Profile

- Free Community Event for All Ages
- Approximately 30-75 Attendees, plus spectators
- Over 7 different types of Group Exercise Demonstrations
- Health & Wellness vendors
- Music & Giveaways

Description & Overview

All ages gather to enjoy a healthy morning of exercise and fun in park. Music, food, vendors and giveaways, all focused on health and wellness, also add to the attraction.

Sponsorship Levels & Opportunities	Gold \$250 (4 available)
City will provide a table and 2 chairs for company promotions.	✓
Company name displayed on all marketing materials (print and online).	✓
Company banner strategically displayed. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓



Sunset Music Series

Every Friday evening in May @ Weaver Park

Event Profile

- Free Outdoor Music Concerts
- Weekly Attendance over 500
- All Ages, Family-Friendly Entertainment
- Food & Beverage Vendors
- Pedal & Park program provided (free bicycle valet service)

Description & Overview

Sunset Music Series has proven to be another community tradition in Dunedin. Crowds have gotten bigger as the community has been attracted to this an annual event. Different styles of musical artists are featured each week such as Classic Rock, Blues, Country, Pop & Funk. The variety of entertainment lures music lovers of every generation, giving sponsors excellent advertising exposure to most all market segments.

Sponsorship Levels & Opportunities	Presenting \$1,000/night (4 available, 1/night)	Gold \$500/month (4 available)	Silver \$250/night
Company identified as the Presenting Sponsor of the designated night.	✓		
Ability to speak on stage and introduce the band.	✓		
Company website link included on City's online advertising.	✓		
Company banner strategically displayed each week. (Company provides banner)	✓	✓	
City will provide a table and 2 chairs for company promotions.	✓ per night	✓ every night	✓ per night
Sponsorship recognition during public address announcements.	✓	✓	✓
Company identified on marketing materials (print and online).	Logo	Name	Name



Starlight Concerts

Every Friday evening in September @ Highlander Park

Event Profile

- Free Outdoor Music Concerts
- Weekly Attendance over 500
- All Ages, Family-Friendly Entertainment
- Food & Beverage Vendors

Description & Overview

Attendees enjoy an evening of live music for weeks, each week featuring a live band. Music genres will include classic rock, funk, blues, country or jazz. This multi-generational crowd is a marketer's dream.

Sponsorship Levels & Opportunities	Presenting \$1,000/night (4 available, 1/night)	Gold \$500/month (4 available)	Silver \$250/night
Company identified as the Presenting Sponsor of the designated night.	✓		
Ability to speak on stage and introduce the band.	✓		
Company website link included on City's online advertising.	✓		
Company banner strategically displayed each week. (Company provides banner)	✓	✓	
City will provide a table and 2 chairs for company promotions.	✓ per night	✓ every night	✓ per night
Sponsorship recognition during public address announcements.	✓	✓	✓
Company identified on marketing materials (print and online).	Logo	Name	Name



Movies in the Park

Every Friday evening in October @ Pioneer Park

Event Profile

- Free Outdoor Movies on the Big Screen
- Weekly Attendance over 300
- All Ages

Description & Overview

Hundreds of local residents or visitors grab their blanket and picnic basket and head downtown for a relaxing evening to watch a movie under the night sky. This sponsorship opportunity will allow you to have an exclusive promotional area and the ability to welcome the attendees to that night's entertainment.

Sponsorship Levels & Opportunities	Presenting \$1,000/month or \$300/night
Ability to speak on stage and welcome the crowd.	✓
City will provide a table and 2 chairs for company promotions.	✓
Company banner strategically displayed. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓
Company name listed on all marketing materials (print and online).	✓



Drive-In Movie Nights

Select nights in March and December @ Highlander Park

Event Profile

- Outdoor Movies on the Big Screen
- Weekly Attendance over 200
- All Ages

Description & Overview

Hundreds of local residents grab their blanket and picnic basket and head downtown for a relaxing evening to watch a movie under the night sky. This sponsorship opportunity will allow you to have an exclusive promotional area and the ability to welcome the attendees to that night's entertainment.

Sponsorship Levels & Opportunities	Gold \$100/night (2 available)
Company receives free entry for 2 vehicles strategically placed at the event.	✓
City will provide a table and 2 chairs for company promotions.	✓
Company banner strategically displayed. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓
Company name listed on all marketing materials (print and online).	✓



Christmas in July

Saturday in July @ Highlander Pool

Event Profile

- Over 500 Attendees
- Pool Games & Competition Races
- DJ Music Jams
- Food

Description & Overview

It's Christmas at Highlander Pool! The community is welcomed to experience the holiday spirit by dancing to music, enjoying holiday-themed games and races, trying their luck at the Elf raffle, S'Mores and of course, visiting with Santa Claus.

Sponsorship Levels & Opportunities	Gold \$250 (4 available)
City will provide a table and 2 chairs for company promotions.	✓
Company name displayed on all marketing materials (print and online).	✓
Company banner strategically displayed. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓



Juneteenth Celebration

Saturday in June @ Pioneer Park

Event Profile

- Over 400 Attendees
- Free, Family Event
- Food Vendors
- Live Entertainment & Music

Description & Overview

The oldest national holiday Juneteenth also known as Emancipation Day, celebrates the ending of slavery in the United States. This event highlights the contributions, restorations and recognition of African Americans through live entertainment, craft and food vendors.

Sponsorship Levels & Opportunities	Presenting \$1,000	Gold \$500	Silver \$250
Company identified as the Presenting Sponsor of the event on all marketing materials and advertisements.	✓		
Ability to speak on stage to welcome the crowd and kick off the event.	✓		
Company banner strategically displayed. (Company provides banner)	✓	✓	
City will provide a table and 2 chairs for company promotions.	✓	✓	
Sponsorship recognition during public address announcements.	✓	✓	✓
Company identified on marketing materials (print and online).	Logo	Logo	Name



Dunedin Family FunFest

Friday in April @ Highlander Park

Event Profile

- Over 400 Attendees
- Free, Family Event
- Games, Inflatables & Food
- Live Entertainment & Music
- Movie begins at dark

Description & Overview

The Dunedin Family FunFest is an evening event for all ages held at Highlander Park, located behind the Dunedin Community Center. Activities include games, inflatables, live entertainment, music, food and a family-friendly movie that is shown on a large screen and begins at dark.

Sponsorship Levels & Opportunities	Presenting \$1,000	Gold \$500 (4 available)	Silver \$250
Company identified as the Presenting Sponsor of the event on all marketing materials and advertisements.	✓		
Ability to speak on stage to welcome the crowd and kick off the event.	✓		
Company banner strategically displayed. (Company provides banner)	✓	✓	
City will provide a table and 2 chairs for company promotions.	✓	✓	
Sponsorship recognition during public address announcements.	✓	✓	✓
Company identified on marketing materials (print and online).	Logo	Logo	Name



Splash Bash & Picnic

Saturday in May @ Highlander Pool

Event Profile

- Free Event with over 500 Attendees
- Pool Games & Competition Races
- DJ Music Jams
- Free Food

Description & Overview

Families can kick off the summer pool style with games, races and DJ music jams held throughout the day. Free food provided.

Sponsorship Levels & Opportunities	Gold \$250 (4 available)
City will provide a table and 2 chairs for company promotions.	✓
Company name displayed on all marketing materials (print and online).	✓
Company banner strategically displayed. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓



Midnite Madness

Held (2) evenings throughout the year @ MLK, Jr. Recreation Center and Stirling Skate Park

Event Profile

- Over 200 Attendees
- Skateboarding Contests
- Mini Skate Jams
- Outdoor Laser Tag
- Extreme Inflatables
- Music & Prizes
- Snack Food Buffet

Description & Overview

The Youth Advisory Committee host a night of fun and excitement as tweens and teens battle through an outdoor laser tag arena and test their skills on extreme inflatables, enjoy game raids, skate park jams and a snack food buffet.

Sponsorship Levels & Opportunities	Gold \$250/night (4 available)
City will provide a table and 2 chairs for company promotions.	✓
Company name displayed on all marketing materials (print and online).	✓
Company banner strategically displayed. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓



MLK, Jr. Celebration & Unity Breakfast

Saturday in January @ MLK, Jr. Recreation Center / Pioneer Park

Event Profile

- Free Event with 200+ Attendees
- Breakfast Provided for all Participants
- Keynote Speaker
- Readings of the Winning Student Essay Contest
- March from the MLK, Jr. Recreation Center to Downtown Pioneer Park
- Live Entertainment at Pioneer Park

Description & Overview

Participants enjoy breakfast while listening to the Shiloh Missionary Baptist Choir, dignitaries and a keynote speaker. The highlight of the morning will feature students reading their winning essay related to diversity and Dr. Martin Luther King, Jr. Then march to Pioneer Park for a series of live performances and entertainment.

Sponsorship Levels & Opportunities	Gold \$300
Ability to speak at breakfast and welcome the crowd.	✓
City will provide a table and 2 chairs for company promotions at breakfast.	✓
Company name displayed on all marketing materials (print and online).	✓
Company banner strategically displayed at breakfast. (Company provides banner)	✓
Sponsorship recognition during public address announcements.	✓



Application / Contract

Company Information:

Company / Organization (This will be the exact listing on all promotions. Please clearly list the full official name of your company/organization.)

Contact Name _____ Title _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Customize Your Package: (checkmark each event sponsorship you wish to purchase)

Major Holiday Events						
Holiday Parade & Old Fashioned Christmas	Snow Slide <input type="checkbox"/> \$4,500	Ice Skating <input type="checkbox"/> \$4,500	Parade Sponsor <input type="checkbox"/> \$3,500	Main Stage <input type="checkbox"/> \$1,000	Carriage Rides <input type="checkbox"/> \$500	Kids Crafts <input type="checkbox"/> \$500
Halloween Happenings	Platinum <input type="checkbox"/> \$1,000	Costume Contest <input type="checkbox"/> \$500	Haunted Hayride <input type="checkbox"/> \$500	Little Goblins Hayride <input type="checkbox"/> \$250	Boo in the Zoo <input type="checkbox"/> \$250	Carnival Games <input type="checkbox"/> \$250

Holiday Events	Presenting	Platinum	Gold	Silver
Holiday Boat Parade & Tree Lighting	<input type="checkbox"/> \$500		<input type="checkbox"/> \$300	
Breakfast with Santa			<input type="checkbox"/> \$250	
Flashlight Easter Egg Hunt			<input type="checkbox"/> \$250	
Bunny Brunch			<input type="checkbox"/> \$250	
Outdoor Concerts & Films	Presenting	Platinum	Gold	Silver
Starlight Concerts	<input type="checkbox"/> \$1,000 per night		<input type="checkbox"/> \$500 per month	<input type="checkbox"/> \$250 per night
Sunset Music Series	<input type="checkbox"/> \$1,000 per night		<input type="checkbox"/> \$500 per month	<input type="checkbox"/> \$250 per night
Movies in the Park	<input type="checkbox"/> \$300 per night			
	<input type="checkbox"/> \$1,000 per month			
Drive-In Movie Nights			<input type="checkbox"/> \$100 per night	

Fitness & Wellness Events	Presenting	Platinum	Gold	Silver
Hog Hustle 5K	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$750	<input type="checkbox"/> \$500	<input type="checkbox"/> \$250
Senior Expo			<input type="checkbox"/> \$500	<input type="checkbox"/> \$200
Fitness in the Park			<input type="checkbox"/> \$250	
Family Events	Presenting	Platinum	Gold	Silver
Juneteenth Celebration	<input type="checkbox"/> \$1,000		<input type="checkbox"/> \$500	<input type="checkbox"/> \$300
Dunedin Family FunFest	<input type="checkbox"/> \$1,000		<input type="checkbox"/> \$500	<input type="checkbox"/> \$250
MLK, Jr. Celebration & Unity Breakfast			<input type="checkbox"/> \$300	
Midnite Madness			<input type="checkbox"/> \$250 per night	
Splash Bash & Picnic			<input type="checkbox"/> \$250	
Christmas in July			<input type="checkbox"/> \$250	

Method of Payment:

Total Sponsorship: \$ _____

☐ Credit Card - circle one: MasterCard Visa

☐ Check Payable to: City of Dunedin

Credit Card # _____ Exp. date _____ CVC Code _____

Name on Card _____ Billing Zip Code _____

In-Kind Sponsorships may be considered. The donated product or service must be relevant and of benefit to the event. For-profit or commercial entities who donate their products or services will receive the sponsorship level equivalent to one-half the retail value of the donation. Non-profit organizations will receive the sponsorship level equivalent to the donated volunteer time or services.

Rev: 6/20/25