

THE HERNANDO DE SOTO HISTORICAL SOCIETY

Who is this energetic group anyway?

The 225 members of the Hernando de Soto Historical Society are some of the busiest volunteers in Manatee County. Now entering its 71st year, the non-profit organization is responsible for producing the largest and most well attended events in the region.

The De Soto Heritage Festival in the Spring and several other annual special events are designed to unite Manatee County while educating the community about the historical significance of Hernando de Soto's landing on the shores of the Manatee River on May 30, 1539. The Society was formed in 1939, one year after the U.S. Government-appointed Swanton Commission determined that Shaw's Point at the mouth of the Manatee River was the most likely spot for the Spanish explorer to have come ashore in Florida.



Collectively the Society's De Soto Heritage Festival and the De Soto Fishing Tournament draw thousands of spectators and visitors from around the world. The Grand Parade, which concludes the Festival six-week run, draws over 280,000 spectators alone!

The Hernando de Soto Historical Society brings together a remarkable collection of committed volunteers representing a diverse cross-section of the community. More than 20 committees give hundreds of hours toward planning and producing events, many of which have received regional and national recognition. The Society's modern-day Hernando de Soto and his Crew of Conquistadors make public appearances locally, regionally and nationally on behalf of Manatee County, educating audiences about the importance of our community's heritage.

Through the efforts of the Hernando de Soto Historical Society and the Conquistador Historical Foundation, significant funds are raised and redistributed back into the community to facilitate activities in keeping with the mission of the two organizations.

DE SOTO HERITAGE FESTIVAL ANNUAL CALENDAR OF EVENTS MARCH 26 - APRIL 24, 2010

Spring's month-long celebration of our community's heritage!

FRIDAY - SUNDAY, MARCH 26 - MARCH 28

DE SOTO SEAFOOD FEST

One of Florida's largest outdoor festivals, this downtown riverfront event combines outstanding cuisine with multi-stage entertainment, a large variety of vendors and three continuous days of pleasure for the entire family.



FRIDAY, APRIL 2

CHILDREN'S PARADE & PARTY IN THE PARK

The kids are in charge in their own parade down the historic streets of Palmetto! Schools and organizations create the most adorable entries and lead the way to Sutton Park where activities and entertainment are held for the entire family.



SATURDAY, APRIL 3

EASTER EGG HUNT

The Easter Bunny meets our modern-day de Soto and his Crewe at G.T. Bray Park for a fun-filled egg hunt open to children ages 3 to 8. Prizes, awards & 25,000 eggs!



SUNDAY, APRIL 4

EASTER SUNRISE SERVICE

A glorious and inspirational service celebrating Easter with de Soto's Conquistadors in full dress uniform.



SATURDAY, APRIL 10

DE SOTO BOTTLE BOAT REGATTA

Thousands of plastic bottles and only paddles to row with...the perfect mix for teams to compete against each other at one of our most popular events! See families, friends and co-workers splash it up for prizes southside of the Palma Sola Causeway!



FRIDAY, APRIL 16

QUEEN'S COURT DEBUT

The talented young ladies of the 2010 Queen's Court will make their formal appearance at the Gala Latina to be held at Bradenton Municipal Auditorium.



SATURDAY, APRIL 17

MUSICAL & FASHION SHOW

Bring the entire family to the Bradenton Municipal Auditorium and join the 2010 Queen's Court performing skilled dance routines and modeling the latest attire under the direction of Tracey Vita at the glittering Musical and Fashion Show!



FRIDAY, APRIL 23

DE SOTO BALL

Manatee County's most prestigious social event, this black-tie evening celebrates the crowning of the 2010-11 Queen and the investiture of the new Hernando de Soto. The De Soto Princess, Queen's Court and Crewe are also honored at this must-attend event.



SATURDAY, APRIL 24

DE SOTO GRAND PARADE

Acclaimed as the most dazzling regional parade, this huge illuminated night parade boasts more than 150 entries with over 280,000 onlookers! Don't miss it!

AFTER PARADE PARTY

The After Parade Party following the parade is open for all adults. Join us for live music, great food and drinks to conclude the celebration.





GENERAL SPONSORSHIP

This sponsorship package will deliver great exposure for your company. Reach thousands of your customers with total multi-event coverage. Your company will be prominently advertised at all of these Hernando de Soto Historical Society annual events:

DE SOTO HERITAGE FESTIVAL

Spring's six week celebration of seafood, bottle boat races, shows & the area's most spectacular parade!

- Seafood Festival (attendance - 50,000)
- Children's Parade and Party in the Park (attendance - 4,000)
- Bottle Boat Regatta (attendance - 3,000)
- Musical and Fashion Show (attendance - 1,000)
- De Soto Ball (attendance - 1,000)
- De Soto Grand Parade (attendance - 280,000)
- After Parade Party (attendance - 1,000)

YOU WILL RECEIVE THE FOLLOWING AT EACH OF THE EVENTS:

- Name and logo in print and broadcast advertising when possible
- Your company name and logo in 75,000 Festival brochures distributed to local, regional, national and international audiences
- A complimentary entry in the De Soto Grand Parade
- Your company banner displayed at events where applicable
- Special invitations to hospitality areas where applicable
- Stage announcements at events where applicable
- Four COMPLIMENTARY tickets to events listed above where applicable
- Your name or logo on tickets where applicable
- Your company name or logo in thank you ads
- Your company name and link to your business on the De Soto website

COST OF GENERAL SPONSORSHIP.....\$10,000



EVENT SPONSORSHIPS & CO-SPONSORSHIPS

DE SOTO HERITAGE FESTIVAL EVENTS

Grand Parade	3 @ \$5,000
Seafood Fest.....	3 @ \$5,000
Bottle Boat Regatta.....	2 @ \$2,500
Children’s Parade & Party in the Park.....	3 @ \$2,500
Musical & Fashion Show	\$5,000
De Soto Ball.....	2 @ \$2,500
After Parade Party.....	2 @ \$2,500

NOTE: Sponsors of the organization who have General Sponsor agreements will also have promotional visibility at individual events.

AS AN EVENT SPONSOR YOUR COMPANY WILL RECEIVE:

- Media reference in event advertising when possible
- Complimentary tickets to the event
- Booth at event if applicable
- Other promotional consideration customized to fit the needs of the sponsor as agreed upon by both parties
- Your company name and link to your business on the De Soto website

ADDITIONAL SPONSORSHIP & CO-SPONSORSHIPS OPPORTUNITIES

2010 De Soto Coins	\$3,000
Dignitary Reception.....	\$1,500
Kick Off Party.....	2 @ \$ 500
Queen Selection Banquet.....	\$1,000
Pre-Ball Dignitary Dinner	\$1,000
Queen’s Court Float.....	\$2,500
Queen’s Court	2 @ \$3,000
Seafood Fest Stages	\$2,500

(Information Available Upon Request)

PLEASE NOTE SPONSORSHIPS AVAILABLE ARE FLEXIBLE TO PROMOTE VISIBILITY TO YOUR COMPANY.