



Love of Life Festival

Saturday, February 15, 12 pm – 9 pm

Under the majestic mossy oaks at

The Villages Polo Club 700 Buena Vista Blvd,

The Villages, FL 32162



The Love of Life Festival

A Charity Event Hosted By The KLT Foundation Inc.



Art * Food * Raffles * Live Music * and Much More!

The Kathryn Leigh Thurgaland Foundation invites you to join us in celebrating life through music and art at the 4th annual Love of Life Festival under the majestic mossy oaks at the Villages Polo Club! This outdoor music and arts festival offers a mix of local talented artists and musical acts, creating a vibrant atmosphere for all ages to enjoy. Indulge in delicious fare from various food trucks and refreshments available for purchase, all while admiring beautiful works of art, and soaking in the sounds of live music. Bring your own seating and get ready to groove the day away at this exciting event!

The KLT Foundation, founded by Kathryn's immediate family, is dedicated to honoring her love of life through programs that support grieving families, celebrate human expression with the Love of Life Festival, and provide memorial scholarships to students who embody her passion for the arts. One of our cornerstone programs, the Love of Life Festival, is a music and arts festival that serves as a platform for artists and musicians to showcase their talents while offering a space to honor a loved one's legacy by celebrating their life, cherishing their memories, and keeping their spirit alive.

Over the past three years of the festival's existence attendance has grown by the hundreds! Attendees from all over the Central Florida area and beyond come to discover great live musical talent, brilliantly gifted artists, and enjoy the various food trucks, bar tent, and raffle items, as well as participate in our silent auction, outdoor games, bounce houses, face painting, and more.

Help us to continue to provide much needed support offered through our programs, by becoming a sponsor for our event. Each Sponsorship level offers different promotional benefits for your company, and ways for you, your friends and family, and employees, to enjoy the upcoming fun to be had at the KLT LOL Festival.

When your organization sponsors the Love of Life Festival, you and your team become part of something special. Please, won't you join us?

Perks



- Banner displayed at key areas *
- Mentioned during announcements *
- Logo placement on stage *
- Booth space for marketing
- Logo & Link on marketing material
- Festival T-Shirts *
- Tickets to Festival *

Sponsorship Levels

- Diamond \$10,000
- Platinum \$7,500
- Gold \$5,000
- Silver \$2,500
- Bronze \$1,000
- Friends \$500



*Some benefits are exclusive to their respective sponsorship level



FOR MORE INFORMATION VISITS www.kltfoundation.com/lolfestival
OR CONTACT JODELL THURGALAND AT CONTACT@KLTFOUNDATION.COM



Love of Life Festival

Saturday, February 15, 2025 | 12 pm – 9 pm | Citizens' Circle

Sponsorship Agreement

SPONSOR INFORMATION		
Company Name:		
Contact Name:		
Address:		
Email:		Phone:
Day-of Contact:		
Email:		Phone:
SPONSORSHIP LEVEL (See detailed benefits on page 4)		
• Diamond \$10,000		• Silver \$2,500
• Platinum \$7,500		• Bronze \$1,000
• Gold \$5,000		• Friends \$500
BOOTH INFORMATION		
Please indicate if you intend to use your own branded tent or if you wish to have one provided (tents limited to 10' x 10'). Tables, chairs, and lights not provided.		
Using own branded tent Request tent be provided		
Please describe the services and productions you intend to provide at the event:		

Sponsorship agreement, company logo (email), and payment can be returned to:

Kathryn Leigh Thurgaland Foundation
Love of Life Festival
P.O. Box 1188, Ocklawaha, FL 32179
contact@kltfoundation.com | 352-804-4960

EVENT TERMS & GUIDELINES

Exhibit Space

- Exhibits must be open and staffed for the entire duration of the event.
- The entire booth (including tent, tables, displays, etc.) must fit into your approved booth space
- Identification signs must be presented at the front of the tent and shall be not be longer than the width of the tent (10').
- Sponsors must have a plan for how they will secure/weigh down their tent, staking is prohibited.
- All sponsors are responsible for providing their own supplies including, but not limited to, fire extinguishers, trash cans, trash bags, lights, extension cords, cord covers, etc.
- Sponsors are responsible for maintaining their booth and surrounding areas during and after the event.
- Sponsors must dispose of all trash (cardboard boxes must be broken down) in event dumpsters not in trashcans provided for public use. Booth space should be left clean after tear-down; no trash, trash bags, empty boxes, etc.
- Amplification/music of any kind at your booth is prohibited.
- Vendors are prohibited from having animals within the confines of the event, except for legitimate service animals as authorized by State Statute and ADA standard or otherwise approved by the event manager.

Power is not provided at this venue

- All generators must be grounded.
- Only an inverter type generator with decibel rating of 67" DBA or lower may be used, to perform their designated tasks on-site
- If larger than 5KW (5000 Watts) an additional permit is required through the Sumter County Building Dept.
- Generators must be 10ft away from any structure, completely surrounded by a barrier and placed on a firm, flat, level surface outdoors.
- Must be fully fueled prior to use. Refueling may be conducted only when generator has been turned off and is cool to touch. All fuel being used in the generator must be stored in the proper fuel containers and properly sealed with appropriate spout covers, caps, etc.
- A proper certified fire extinguisher (minimum 2A:10BC) must be present and properly tagged.

Additional Guidelines

- The individual listed on the application must be present for the entire show. Representatives or employees are welcome but shall not be in lieu of your presence.
- Professional behavior and dress are required and will be determined at the sole discretion of the KLT Foundation.
- Exhibitors are PROHIBITED FROM SMOKING WITHIN THE EVENT SITE.
- "Pushing" sales to passing customers is prohibited.
- Sponsors are responsible for collecting and reporting sales tax on all sales.

Check-in, Set-up, and Breakdown

- All sponsors must check in with their designated event zone coordinator, who will be present to meet them at the check-in area. Maps will be provided to all vendors with check-in information prior to the event.
- Setup will take place between 8 a.m. and 11:30 a.m. You must check-in NO LATER THAN 10:30 a.m. to setup your booth space. All vehicles must be out of the event zone by 11:30 a.m. Failure to meet these timeframes will result in forfeiture of the space and no refunds will be provided.
- Sponsors must limit themselves to one vehicle within the event site, unload the equipment and remove the vehicle prior to set-up.
- Exhibits must be open and staffed for the entire duration of the event.
- Sponsors can begin breakdown at 9 p.m., but no vehicles will be allowed into the event area until cleared by the appropriate event personnel. Early breakdown is prohibited.

Marketing

- The Kathryn Leigh Thurgaland Foundation will create flyers/posters and videos for event. Digital versions of these materials will be made available to you for social media distribution. You may contact various businesses and ask if they will post the information within their business.
- We encourage our sponsors to promote their participation with the event. However, the following cannot be done by any vendor or sponsor:
 - o Create/sell items bearing the event name or likeness or event logo
 - o Use copywritten photos/materials as your own
 - o Create events on Facebook (or any other social media/website) using official event name or logo.

However, links to the Love of Life Festival Facebook page/event page and website are permitted and will be provided upon request.

- Please contact the Kathryn Leigh Thurgaland for questions regarding digital or print marketing and to obtain approved promotional materials at contact@kltfoundation.com.

SPONSOR AGREEMENT

The sponsor certifies that the information on the sponsorship agreement is a correct depiction of the services and products to be provided by the sponsor at the event. The sponsor understands that failure to follow application/sponsor permit terms as described and stipulated herein may result in ineligibility for this and future events. The sponsor further agrees to abide by all terms of the sponsor permit for this event and to hold harmless and indemnify the Kathryn Leigh Thurgaland Foundation, and The Villages Polo Club, against any claims arising by virtue of their occupancy of exhibitor space and participation in this event.

GENERAL RELEASE

I am entering into a contract to participate in the Love of Life Festival on Saturday, February 15th, 2025. I agree to abide by all management's rules and regulations. I understand this contract will be legally binding between two parties once the application has been accepted. Sponsors should insure their own exhibit and display materials. The Kathryn Leigh Thurgaland Foundation does not and will not assume liability for theft, injury, or any other accident that may occur during the event to visitors or vendors.

I understand that, if accepted into the event, my Sponsor fee shall not be refunded if all or part of the event is cancelled, including but not limited to inclement weather or acts of nature.

I HAVE READ ALL THE RULES PERTAINING TO THIS APPLICATION/CONTRACT AND AGREE TO ABIDE BY THEM.

Sponsor name (please print): _____

Signature: _____ Date: _____

Benefits & Media Recognition

Diamond Sponsor - \$10,000

- Limited to one cash sponsor
- Banner over Monarch stage
- Opportunity of address attendees from stage
- 12 tickets to the event
- 2 Festival t-shirts
- Reserved 10' x 10' booth space and tent (if requested) in prime location
- Logo placement on stage
- 8 x 4 banner with logo displayed
- On-stage verbal recognition
- Company name and/or logo recognition on stage signage, Media release, Event webpage, social media, Event Signage, Digital & print marketing materials

Platinum Sponsor - \$7,500

- Limited to one cash sponsor
- Opportunity of address attendees from stage
- 10 tickets to the event
- 2 Festival t-shirts
- Reserved 10' x 10' booth space and tent (if requested) in prime location
- Logo placement on stage
- 8 x 4 banner with logo displayed
- On-stage verbal recognition
- Company name and/or logo recognition on stage signage, Media release, Event webpage, social media, Event Signage, Digital & print marketing materials

Gold Sponsor - \$5,000

- Limited to two cash sponsor
- Banner at bar
- 8 tickets to the event
- 2 Festival t-shirts
- Reserved 10' x 10' booth space and tent (if requested) in prime location
- Logo placement on stage
- 8 x 4 banner with logo displayed
- On-stage verbal recognition
- Company name and/or logo recognition on stage signage, Media release, Event webpage, social media, Event Signage, Digital & print marketing materials

Silver Sponsor - \$2,500

- Limited to 10 cash sponsor
- Signage in key areas
- 6 tickets to the event
- 2 Festival t-shirts
- Reserved 10' x 10' booth space and tent (if requested) in prime location
- Logo placement on stage
- 8 x 4 banner with logo displayed
- On-stage verbal recognition
- Company name and/or logo recognition on stage signage, Media release, Event webpage, social media, Event Signage, Digital & print marketing materials

Bronze Sponsor - \$1,000

- 4 tickets to the event
- 2 Festival t-shirts
- Reserved 10' x 10' booth space
- Logo placement on stage
- 8 x 4 banner with logo displayed
- Company name and/or logo recognition on: Event webpage, social media, and emails

Friends Sponsor - \$500

- 2 tickets to the event
- Reserved 10' x 10' booth space
- Company name and/or logo recognition on: Event webpage, social media, and emails