



HEALTHY
LIFESTYLE
FESTIVAL
— at —
HARMONY

SATURDAY, FEBRUARY 25, 2012
10 A.M. – 3 P.M. • Free event • Open to the public

**A healthy dose of fun.
And a lifetime of better living.**

Help us kick off our inaugural Healthy Lifestyle Festival
at Harmony by joining us in the Town Square for:

- A morning 5k
- Exercise & fitness demos
- Healthy living workshop
- "Green" living demos
- Cooking demos
- Healthy eating exhibits
- Vendors & exhibits
- A kids' area & more

For more information, visit HarmonyFestivals.com.



FLORIDA HOSPITAL
Kissimmee

The skill to heal. The spirit to care.



**HEALTHY
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at
HARMONY

PRESENTED BY:



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The Town of Harmony is preparing for its next family festival, the Healthy Lifestyle Festival happening February 25, 2012. It is anticipated that nearly 4,000 people will attend this festival in the largest Green Certified Community in Central Florida for this one day event. This festival will be advertised in a variety of marketing mediums including billboards along I-4, newspapers, flyers, magazines, and social media outlets.

A sampling of the items for the Healthy Lifestyle Festival include:

Healthy Eating:

- Cooking demonstrations
- Speakers and Demonstrations on a range of topics
- Healthy food vendors and food trucks

Healthy Body

- A 5k run the morning of the festival
- Exercise demonstrations
- Speakers on a variety of healthcare topics
- A special Kids Health area

Healthy Planet

- Speakers and Demonstrations on a assortment of subjects
- Vendors offering an array of healthy products
- Hands on activities for kids and families

About the festivals in Harmony:

The Town of Harmony, FL hosts 4 major festivals each year. The Dark Sky Festival is entering it 9th year, and will have an estimated attendance of 6,000 people in April 2012. The Harvest Festival has grown in recent years from a one day festival to a three days festival drawing thousands of people each day to Harmony. The Winter Carnival is our smallest festival with around 1,000 attendees because we choose to only advertise the event in the Eastern Osceola area.

About the Town of Harmony:

Located in Osceola County, Harmony is the only community in Central Florida offering unprecedented amenities, both natural and developed, all within a short drive of the region's most significant destinations. We offer the convenience of a top-rated school system within walking distance and the pleasure of numerous green spaces and protected lakes. Our homes range from townhomes to estates, all featuring a wide range of amenities and environmentally conscientious features designed to make living in Harmony a pleasure.

For more information, please contact:
Bill Fife-Lifestyle and Festival Director
Town of Harmony, FL
407-891-2606 bfife@harmonyfl.com

HEALTHY EATING, HEALTHY BODY, HEALTHY PLANET

HEALTHY LIFESTYLE FESTIVAL ■ FEBRUARY 25TH, 2012 ■ 407-891-2606 ■ [HTTP://HARMONYFESTIVALS.COM](http://harmonyfestivals.com)



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HEALTHY LIFESTYLE FESTIVAL SPONSORSHIP OPPORTUNITIES

Presenting Sponsor (SOLD)

- ▶ The festival would be renamed to “Healthy Lifestyle Festival presented by (your Company)” and be referred to as such in all media and announcements
- ▶ Your company name and logo will be placed on all appropriate marketing materials, billboard, and the festival website
- ▶ 2 banners (maximum 10’ x 4’ that you supply) will be hung at the festival
- ▶ Your company logo will go on a “Thanks to our Sponsors” banner to be hung at the Information Booth
- ▶ Opportunity to speak for a 60 second “plug” between scheduled events on the stage
- ▶ A 12’ x 24’ spot at the festival to setup a booth

Title Sponsor (\$1000):

- ▶ One area of the festival will be renamed to the “your company name” area and be referred to as such in all and announcements. Examples of areas include: Stage, Kids Area, Cooking Demo area, and other areas
- ▶ Your company logo will be placed on appropriate marketing materials, billboard, and the festival website
- ▶ 2 banners (maximum 10’ x 4’ that you supply) will be hung around your designated area
- ▶ Your company logo will go on a “Thanks to our Sponsors” banner to be hung at the Information Booth
- ▶ Opportunity to speak for a 30 second “plug” between scheduled events on the stage
- ▶ A 12’ x 24’ spot at the festival to setup a booth

Festival Sponsor (\$500)

- ▶ Your company logo will be placed on all appropriate marketing materials except for the billboards
- ▶ A banner (you supply max 10’ x 4’) will be hung at the event
- ▶ Your company logo will go on a “Thanks to our Sponsors” banner to be hung at the Information Booth
- ▶ A 12’ x 12’ spot at the festival to setup a booth

Banner Sponsor (\$250):

- ▶ Your company logo will appear on the festival website and certain print material as room allows
- ▶ Company name will be mentioned at the beginning of the festival
- ▶ A banner (you supply max 10’ x 4’) will be hung at the event
- ▶ A 12’ x 12’ spot at the festival to setup a booth

Website Sponsor (\$125):

- ▶ Your company logo will appear on the festival website
- ▶ Company name will be mentioned at the beginning of the festival
- ▶ A 12’ x 12’ spot at the festival to setup a booth

For more information or to secure your sponsorship, please contact:
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Town of Harmony, FL
407-891-2606 bfife@harmonyfl.com