

8th Annual Florida Wildflower & Garden Festival

100 N. Woodland Blvd. Suite 4

DeLand, FL 32720

386-738-0649

www.floridawildflowerfestival.com

The Florida Wildflower & Garden Festival will be held on March 29, 2014 on West Indiana Ave. in beautiful downtown DeLand, FL. A chief goal of the festival is to promote education and awareness, and encourage environmentally-friendly and sustainable gardening practices. The 2013 event drew a crowd of 10,000 and featured speakers, demonstrations and over 60 wildflower and general gardening vendors.

Gardening and wildflower-related topics will be featured from 9:30 a.m. to 2 p.m. at the Athens Theater, 124 N. Florida Ave., adjoining the festival site. Guest speakers include Quality Green Specialists president Dana Venrick; Dr. Walter K. Taylor ("Looking for Wildflowers"); University of Florida IFAS chef David Bearl ("Cooking with Fresh From Florida Produce"); wildlife ecologist Dr. Craig Huegel, owner of Hawthorn Hill Nursery ("Landscaping for Wildlife"); Tropical Blossom Honey's Doug McGinnis (Bees & Pollination); and UF-IFAS urban horticulturist Joe Sowards ("Wildflowers Around the Home").

The event is free and open to the public. The event is organized by the MainStreet DeLand Association, a 501(c)(3) non profit corporation.

Originally having a Volusia County focus, the festival is gradually expanding into a statewide celebration and a forum to encourage "green" gardening practices. Don't miss this opportunity to gain valuable exposure for your business at this award-winning event.

\$100 Speaker Sponsorship Opportunity

Your sponsorship will be announced at the introduction of one of our popular speakers. This will include your business name and address/website. Your logo will also be placed on the event banner in the Athens Theatre.

2014 Florida Wildflower & Garden Festival Speaker Sponsor Agreement

Event: *Florida Wildflower & Garden Festival*

Date: *March 29, 2014 - 9:00 am to 3:00 pm*

Amount: *\$100*

Contact Name: _____

Doing Business As: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email Address: _____

Website: _____

Signed: _____ Date: _____

Payment may be made by **check payable to MainStreet DeLand Association** or credit card.

Credit Card: Visa/MC, # _____ Expiration date _____

Name on Credit Card _____ 3 digit security code _____

Address on Credit card, including zip, if different than above:

MainStreet DeLand Association
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DeLand, FL 32720
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www.mainstreetdeland.org

Florida Wildflower & Garden Festival Crowd Survey Demographics

(Percentages are rounded to nearest whole number)

Age

0-12	0%
13-17	0%
18-22	0%
23-35	5%
36-55	27%
56-75	65%
75+	4%

Gender

Male	24%
Female	76%

Household

Single	34%
Married	66%

Household Income

0-25,000	14%
26,000-50,000	25%
51,000-75,000	33%
76,000-100,000	15%
100,000-150,000	8%
151,000-250,000	3%
251,000+	1%

Ethnicity

Asian	1%
African American	0%
Hispanic	2%
Native American	2%
Caucasian	93%
Pacific	0%
Other	2%

Homeowner

Yes	88%
No	12%

Education Level

Some high school or less	0%
High school graduate	5%
Trade or Technical Training	5%
Some college	28%
Undergraduate Degree	37%
Postgraduate Degree	24%