



## Event Prospectus

### Summary

Windermere Spring Fest 2015 is Central Florida's only Luxury Lakefront Lifestyle Festival. It will be held April 17<sup>th</sup>-19<sup>th</sup> at the [Pines of Windermere](#) (Camp Down), featuring an action-packed 3-day lineup of community events. Guests are invited to come check out the latest in luxury toys and join us as we celebrate: Culture, Competition and Compassion. This unique community-building event is organized by the Rotary Club of Windermere with the generous support of key local business and media leaders, with the goal to raise much needed funds to support our [Central Florida Charity Partners](#).

### Partnership

Our unique and professionally designed partnership packages offer an opportunity for exhibitors to showcase their products and services and for sponsors to build brand awareness, all while giving back to the community. Our partners enjoy connectivity with an estimated 3,000+ visitors over a 3 day period in an interactive and engaging setting, [located in the heart of Windermere](#).

### Benefits of Partnership

Sponsor and Exhibitor participation in this exciting event will be highlighted as part of a professionally designed Public Relations campaign including live radio remote, multiple print sources and much more! Plus, you will have unique networking opportunities to connect with key community influencers and business leaders. We are invested in your success! We have created an interactive multimedia marketing campaign that includes all the bells and whistles: reciprocal website links, SEO targeting, Social Media integration and much more! Plus, we will show you how to "Make The Most of Your Investment" with easy-to-implement weekly social media marketing tips.

## Schedule of Events

[Saturday and Sunday](#) – Join us at Windermere Spring Fest on Saturday and Sunday (April 18<sup>th</sup> & 19<sup>th</sup>) for an action-packed lineup of lakeside fun, food and live entertainment for the whole family. Check out our Lifestyle Exhibitor Areas for the latest in luxury toys and visit each of our unique Lifestyle Engagement Areas where you will gain access to insider tips from local experts, product demonstrations, free gifts and more. Learn how to upgrade your life in the areas of health, home and recreation. Be inspired by our local charities, visit each of them in their Giving Centers to learn more about the heart-warming work that is being done right here in Central Florida, and learn how you can get involved in giving back all year long. Through the generous support of our Exhibitors and Sponsors admission is FREE for Saturday and Sunday!

[Friday Night](#) – Mingle with the "Who's Who" of Windermere for an Evening of Culture on Lake Down at the Pines at Windermere. Tickets are \$100 per person for this sunset lakefront cocktail event and include fine food, spirits, live entertainment and student art show. Enjoy a sunset boat tour and meet four Central Florida Celebrity Chefs as they present their favorite Florida fresh dishes. Plus, each \$100 ticket will be eligible for the \$1000 raffle draw, held during the Friday night event. You do not need to be present to win.

## Marketing Tactics

Our professionally designed Marketing and Public Relations campaign is constantly evolving as we add new elements and partners, please visit our [online newsroom](#) for up-to-the minute details.

## Charity Engagement

This unique community-building event is organized by the [Rotary Club of Windermere](#) and the generous support of key local business and media leaders, with the goal to raise much-needed funds to support our [Central Florida Charity Partners](#): Freedom Ride, Home at Last, Shepherd's Hope, Edgewood Children's Ranch, Nehrling Gardens and the new Alzheimer's Wing at Health Central Park.

## Unique Selling Points

- [The How and Why of Marketing to Windermere](#)
- Professional Event Management Partner, [Posh Able Events – Company Bio](#)
- Event Leadership: CEO of Posh Able Events [Paula Wyatt - Professional Bio](#)

## About The Rotary

This unique community-building event is organized by the [Rotary Club of Windermere](#) with the generous support of key local business and media leaders. Rotary Club of Windermere is a not for profit civic organization engaged to bring together business and professional leaders from the Central Florida community in order to provide humanitarian services, encourage high ethical standards in all vocations, and help build goodwill and peace in the world. It was formed in 1969 and is an affiliate of Rotary International, with well over one million members in 163 countries.

## Media Resources

- [Newsroom](#)
- [Online Document Center](#)
- [Online Exhibitor and Sponsorship Registration](#)
- [Facebook Page](#)
- [Facebook Event – Friday](#)
- [Facebook Event - Saturday & Sunday](#)