



Downtown Avalon Park

2019 Media Kit



Downtown Avalon Park

Advertising & Event Opportunities

Avalon Park is an 1,860-acre neighborhood located in southeast Orange County, nestled beside the serene, natural surroundings of the Econlockhatchee River. Avalon Park has 240 acres of wetlands, 400 acres of upland preserve, 250 acres of man-made lakes, walking/biking trails and a pool with cabana located in the center of each neighborhood village.

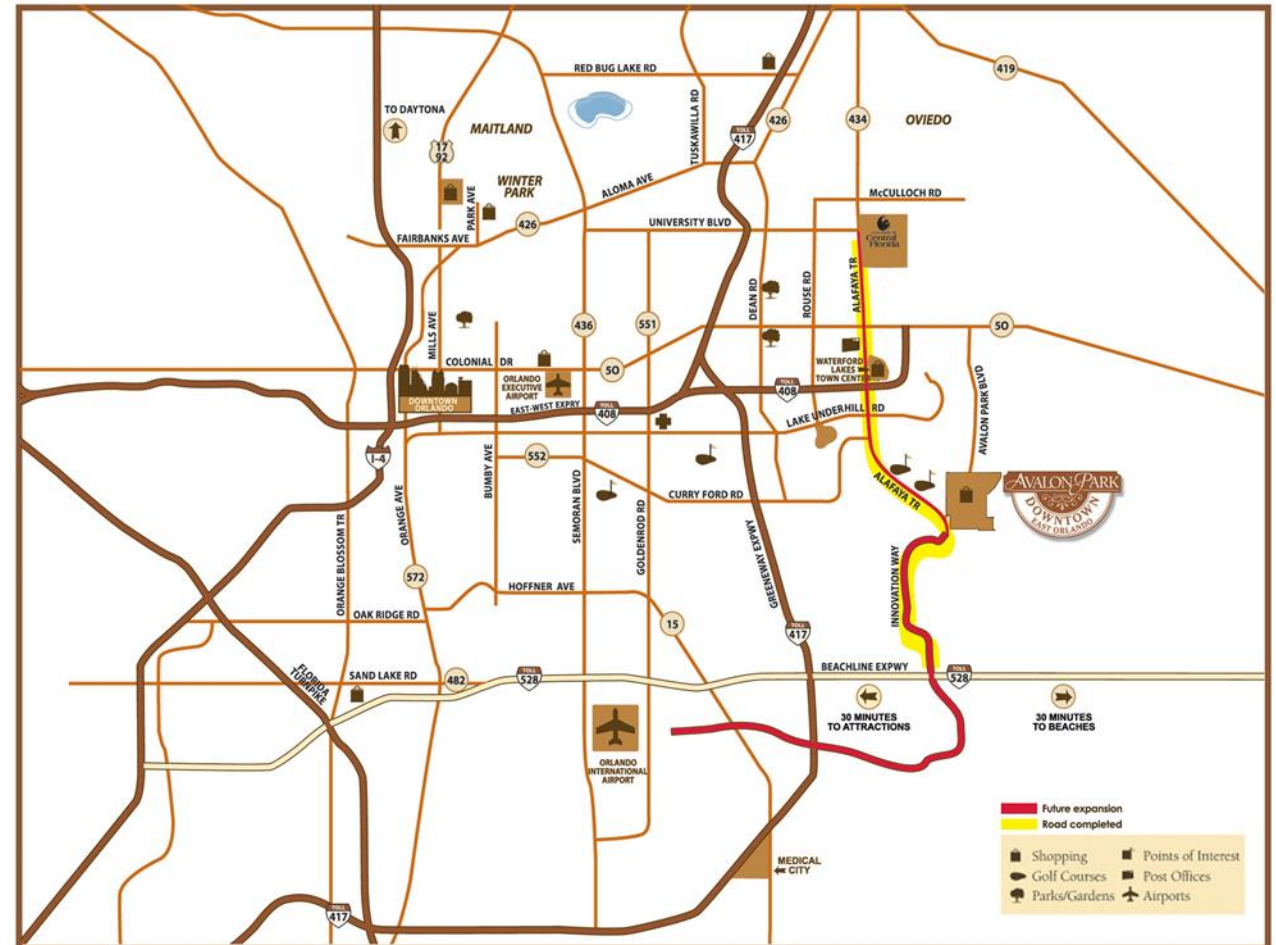
Development principles are based on New Urbanism planning concepts, which emphasizes human-scale communities in which traditional-style neighborhoods are within easy walking distance of the town center to foster an improved quality of life for residents of all ages. Bringing this principle to life includes a mix of housing types, civic uses, office/commercial buildings and Downtown Avalon Park. Planning includes approximately 3,400 single-family units, 1,431 multi-family units and more than half a million square feet of commercial space.

Downtown Avalon Park Quick Facts

- A Rated Schools with Approximately 10,000 Student Stations
- Over 90 Businesses located in the Downtown
- 25 Minutes to Orlando International Airport
- 15 Minutes to Medical City
- Anchor Tenants: Subway, Pizza Hut, 711, CVS, Publix

Demographics & Location

- Population
 - 1 Mile Radius: 14,126
 - 3 Mile Radius: 46,049
 - 5 Mile Radius: 109,678
- Population with College Education
 - 1 Mile Radius: 67.59%
 - 3 Mile Radius: 66.40%
 - 5 Mile Radius: 62.29%
- Households
 - 1 Mile Radius: 4,337
 - 3 Mile Radius: 14,800
 - 5 Mile Radius: 35,130
- Average Household Income
 - 1 Mile Radius: \$106,001
 - 3 Mile Radius: \$99,797
 - 5 Mile Radius: \$82,310



*Source: U.S. Census Bureau Data USA

Downtown Avalon Park Events

Downtown Avalon Park hosts 5 large community festivals each year with both vendor and sponsorship opportunities.

Absolutely Avalon: April 13, 2019

4th of July: July 4, 2019

Oktoberfest: October 11-12, 2019

Spooktacular: October 26, 2019

Avalon Aglow: December 7, 2019

Movie Under the Stars: 4th Fridays (September-April)

*Additional Events May Be Added

Downtown Avalon Park Events

Downtown Avalon Park Event Facts

8,000+ event attendees

2 Stages with Live Entertainment

Over 150 Vendors

Kids Area, Special Activities specific to each event

Fireworks Show Display at Fourth of July and Avalon Aglow

Event Guide Direct Mailed to 3,600+ homes in East Orlando

Downtown Avalon Park Events-Vendor

- Standard Festival Vendor Space-\$35
- Premium Festival Vendor Space-\$55
- Craft Fair Vendor Space-\$20
- Electricity-\$35

Registration Online at:

<http://downtownavalonpark.com/contact-us/vendors/>

Downtown Avalon Park Events-Sponsorship

\$5,000 Title Sponsor (1 available)

- Most prominent and largest logo placement
- Most prominent logo placement on event flyers, brochures, posters, materials and other marketing collateral pieces, including, Local Schools (Approx. 10,000) and Avalon Park Business Window Fronts
- Logo included in all local publicity efforts and media releases
- Logo on event day signage and banners
- Logo and link to appear on Avalon Park Website and Social Media
- Exclusive e-mail blast to 15,000 registered emails
- Logo as event sponsor on Newsletter from Downtown Avalon Park to 15,000+ email addresses
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event
- Ability to Sponsor the extremely popular Snow Slide in Kids Zone (Specifically for Avalon Aglow)
- Exclusive Opportunity to speak during the event from the main stage
- Banner Placement on the rafters of the main stage
- Prominent Placement in Holiday Parade (Specifically for Avalon Aglow)
- VIP Fireworks Viewing (Specifically for Avalon Aglow)
- VIP Table in Beer Garden (Specifically for Oktoberfest)

Downtown Avalon Park Events-Sponsorship

\$2,500 Presenting Sponsors (2 available)

- Prominent logo placement
- Prominent logo placement on event flyers, event t-shirts, brochures, posters, materials and other marketing collateral pieces, including, Local Schools (Approx. 10,000) and Avalon Park Business Window Fronts
- Logo included in all local publicity efforts and media releases
- Logo on event day signage and banners
- Logo to appear on Avalon Park Website and Social Media
- Listed as event sponsor on Newsletter from Downtown Avalon Park to 15,000+ email addresses
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event
- Banner Placement near main stage on event fencing
- Prominent Placement in Holiday Parade (Specifically for Avalon Aglow)
- VIP Fireworks Viewing (Specifically for Avalon Aglow)
- VIP Table in Beer Garden (Specifically for Oktoberfest)

Downtown Avalon Park Events-Sponsorship

\$1,000 Area Sponsors (2 available)

- Prominent logo placement
- Prominent logo placement on event flyers, brochures, posters, materials and other marketing collateral pieces, including, Local Schools (Approx. 10,000) and Avalon Park Business Window Fronts
- Logo included in all local publicity efforts and media releases
- Logo on event day signage and banners
- Logo to appear on Avalon Park Website and Social Media
- Listed as event sponsor on biweekly email Newsletter from Downtown Avalon Park
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event
- Prominent Placement in Holiday Parade (Specifically for Avalon Aglow)
- VIP Fireworks Viewing (Specifically for Avalon Aglow)
- VIP Table in Beer Garden (Specifically for Oktoberfest)

Downtown Avalon Park Events-Sponsorship

\$250 Supporting Sponsor (8 available)

- Name placement on event flyers, brochures, posters, materials and other marketing collateral pieces, including, Local Schools (Approx. 10,000) and Avalon Park Business Window Fronts
- Name on event day signage and banners
- Name to appear on Avalon Park
- Listed as event sponsor on biweekly email Newsletter from Downtown Avalon Park
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event

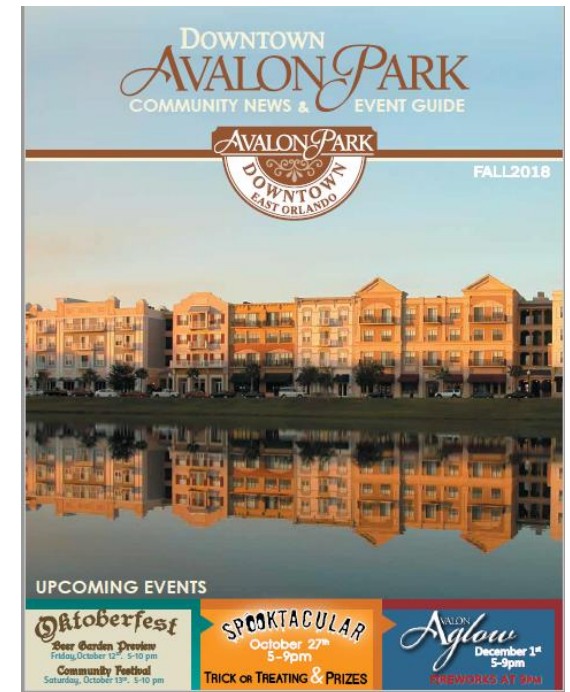
Downtown Avalon Park Events-Sponsorship

\$1,000 Movie Under the Stars Sponsor (September – April)

- Logo placement on event flyers, brochures, posters, materials and other marketing collateral pieces, including, local schools (Approx. 10,000) and Avalon Park business window fronts
- Logo on event day signage and banners
- Logo blast as sponsor on social media posts
- Exclusive event e-blast to 30,000+ email addresses with event flyer and sponsor advertisement
- Logo to appear on Avalon Park social media and website as sponsor
- Listed as event sponsor on biweekly email newsletter from Downtown Avalon Park
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event
- Booth Set up at the event
- Exclusive speaking opportunity before the movie starts
- Opportunity to show a branded commercial/video before and after the movie

Community Directory & Event Guide

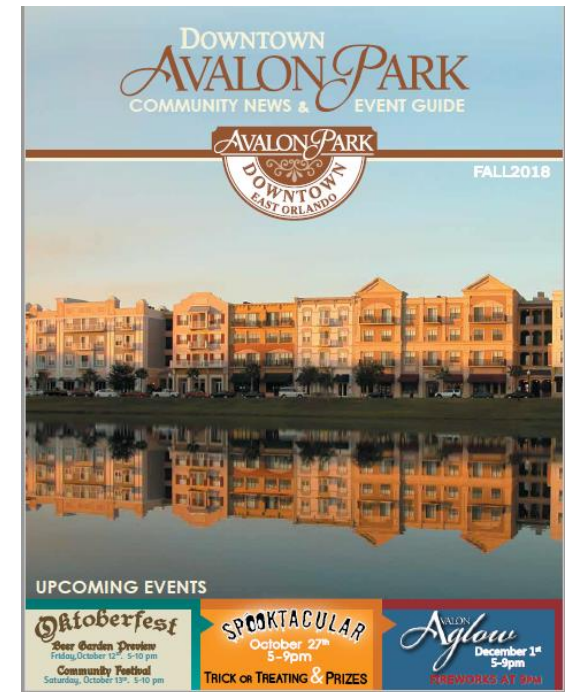
- The Biannual Downtown Avalon Park Community Directory and Event Guide includes:
 - Business Directory
 - Informative Articles
 - Avalon Park Event Calendar and Notices
 - Business Advertisements
- Distribution Includes:
 - Print: Full Color/High Gloss Paper
 - Direct mailed to more than 3,600 Avalon Park homes
 - Online:
 - E-mail: To over 30,000 subscribed email addresses
 - Downtown Avalon Park website link: 10,000+ impressions monthly



Community Directory & Event Guide

- Spring Edition
 - Print Date: March 1, 2019
 - Advertisement Reservation Deadline: February 1, 2019
 - Creative Deadline: February 22, 2019
- Fall Edition
 - Print Date: September 6, 2019
 - Advertisement Reservation Deadline: August 15, 2019
 - Creative Deadline: August 23, 2019

Purchase of an advertisement in the Downtown Avalon Park Community Directory and Event Guide INCLUDES one (1) complimentary advertisement in the Downtown Avalon Park E-Newsletter.



Community Directory & Event Guide

Size	Specs	Cost
Business Card	3.75"W x 2.125"H	\$125
¼ Page	3.75"W x 5.0"H	\$200
½ Page	7.75"W x 5.0"H	\$300
Full Page	7.75"W x 10.0"H	\$400
Inside Front Cover	7.75"W x 10.0"H	\$500
Inside Back Cover	7.75"W x 10.0"H	\$500
Back Cover	7.75"W x 8.0"H	\$600
Business Listing		\$20
Highlight		\$10
Logo Inclusion		\$20

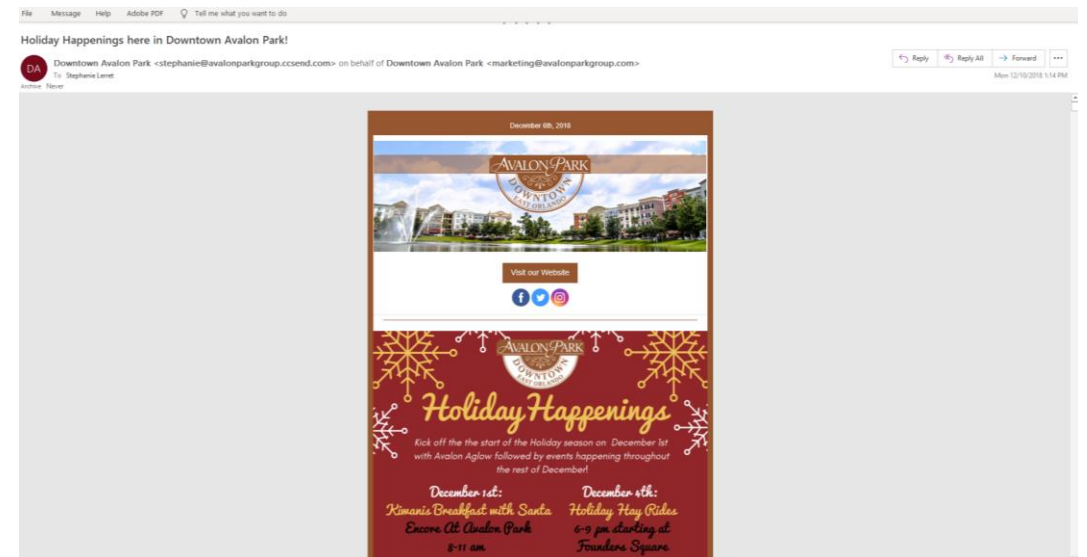
Cost is per insertion.

All advertisements must be submitted in JPG, PDF or EPS format at 300 DPI.

E-Newsletter

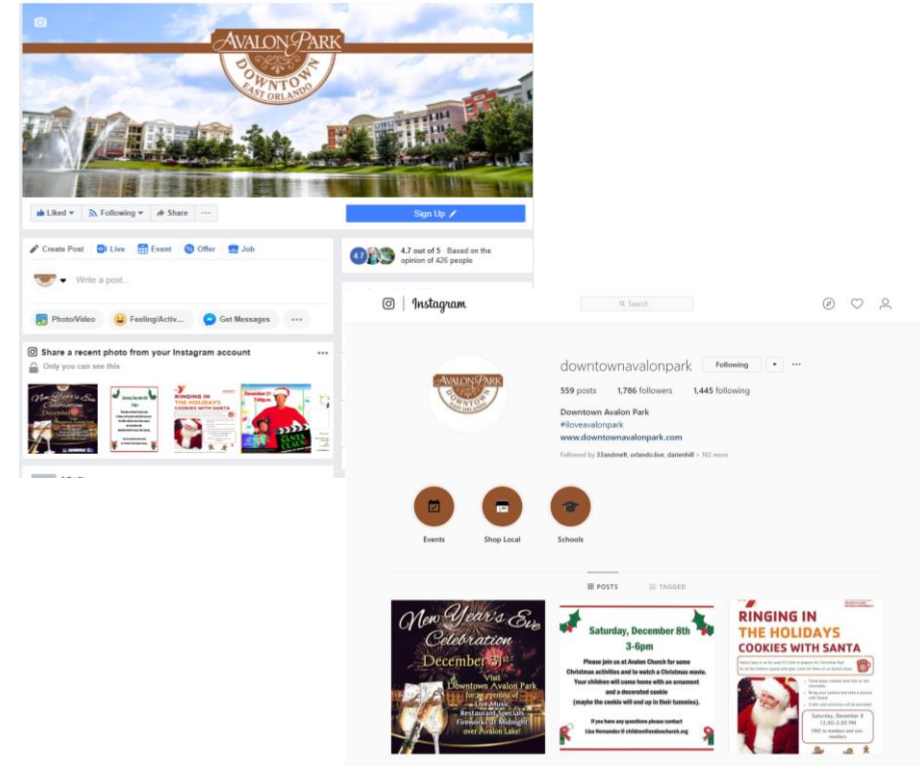
- E-mailed to 30,000+ Subscribed E-mails
- Sent Twice a Month on the 1st and 3rd Wednesdays
- Deadline: 1 Week Before Distribution

Cost Per Insertion: \$50



Social Media

- Facebook
 - www.Facebook.com/DowntownAvalonPark
 - 16,439 Followers
- Instagram
 - www.Instagram.com/DowntownAvalonPark
 - 2,191 Followers
- Twitter
 - www.Twitter.com/AvalonPark
 - 2,445 Followers
- Pinterest
 - www.Pinterest.com/AvalonParkDT
 - 167 Followers/1,200 Viewers



Website Advertisement

- Banner Advertisement on:
www.DowntownAvalonPark.com
- 1903 x 200 Pixels Header Placement
- 30,000+ Impressions Monthly



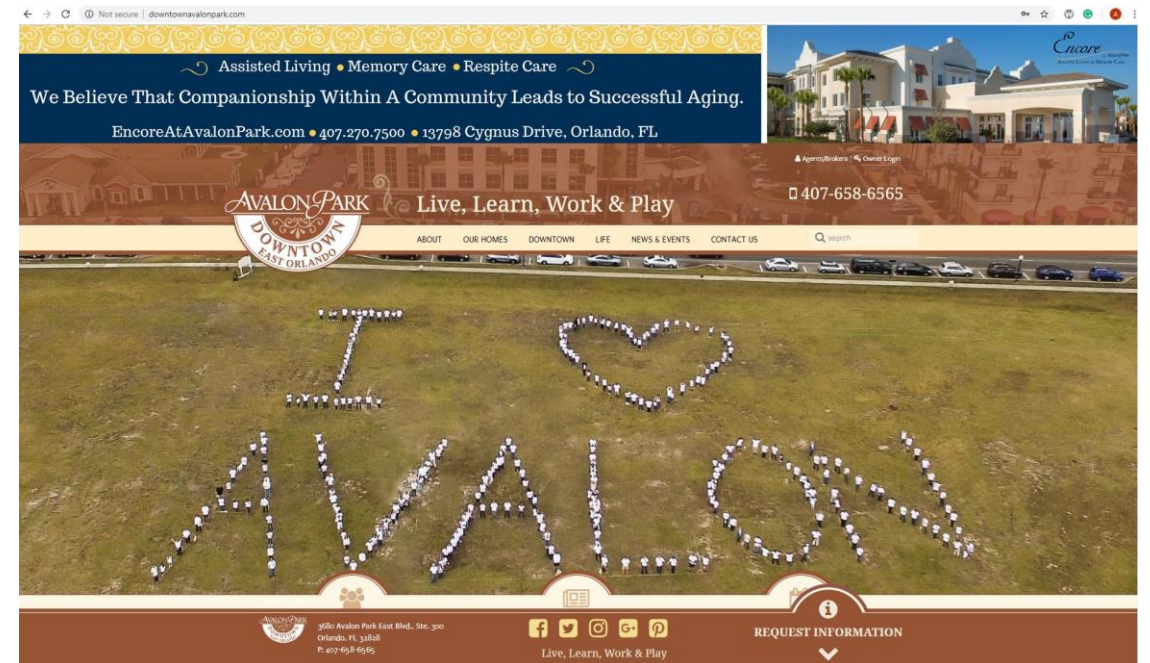
K-5 Tuition Free
Public Charter School

S.T.E.M. FOCUSED CURRICULUM
Science, Technology, Engineering and Math

NOW ACCEPTING APPLICATIONS
for the 2019-2020 School Year

13993 Mailer Blvd., Orlando, FL 32828 ★ 407.432.5441 ★ Info@PinecrestAvalonK5.com ★ www.PinecrestAvalonK5.com

Monthly Cost: \$500
(Creative Must Be Changed Monthly)



Advertisement Submission & Graphic Design

- All graphics must be submitted by respective deadlines.
- We will not hold publication or distribution for late creative.
- Graphic Design services are available on an as-needed basis for a fee.

Featured Business of the Week

- Monday-Sunday Feature Including:
 - DTAP Website Header
 - 7 Targeted Daily Facebook & Instagram Posts-Submitted by Business
 - DTAP Facebook Header
 - Live and On-Site Facebook Video on DTAP Facebook
 - Addition of Live Video to DTAP YouTube Page
 - Addition of Live Video to DTAP Blog Page
 - Featured Blog-Submitted by Business
 - Blog Featured in Bi-Weekly E-Newsletter
 - Opportunity to pay for a boost on DTAP Social Media

Contact



Shannon Feeney

Marketing & Event Coordinator

Shannon@AvalonParkGroup.com

407.978.9310

Stephanie Lerret

SVP Marketing & Community Relations

Stephanie@AvalonParkGroup.com

407.427.6073

DowntownAvalonPark.com

Facebook.com/DowntownAvalonPark

Instagram.com/DowntownAvalonPark

Twitter.com/DowntownAvalonPark

Pinterest.com/DowntownAvalonPark

YouTube.com/DowntownAvalonPark