

# Don't Miss the Limited Opportunity to Reach this Affluent Community

The SWOGC provides a unique and well attended venue to reach residents in the Sweetwater/Wekiwa/Longwood and surrounding communities. Promotional efforts for this event are extensive and attract the attention of more than 3,000 attendees and nearly 100 vendors that will see and be linked to your business name and information. Sweetwater Oaks is an affluent and well educated community made up of a high percentage of homeowners: • 39% of Sweetwater Oaks population lives in an upper middle class household with an annual income between \$75,000 and \$150,000 • Property in Sweetwater Oaks is much more likely to be owned (95.7%) than it is to be rented (4.3%) • Approximately 43.30% of Sweetwater Oak's population (ages 25 and older) has attained at least a Bachelor's degree.

	Sweetwater Oaks	Wekiwa Springs	Altamonte	Longwood	Florida
Population	2,735	23,500	42,218	15,011	20.3M
Median Household Income	\$80,030	\$76,681	\$48,542	\$56,045	\$49,426
Median Age	46 years	44 years	39.2 years	43.9 years	41.8 years

## A Local Tradition

The Garden Fair is a unique family event that has become a local tradition in our community. Nearly 100 vendors will have an array of plants, shrubs, nature photography, yard art and accessories for residents seeking to spruce up their yard for spring.

Children will find plenty of hands-on garden and art activities. More than 3,000 visitors will also have the opportunity to learn directly from local horticulture experts. It's a great way to promote your business and connect with the community.

Tom MacCubbin, a foremost expert on Florida Lawn and Garden issues and well-known author, TV and radio broadcaster, will be a featured speaker at the Speakers' Corner on Sunday. SWOGC members will also conduct unique Floral Design demonstrations daily featuring creative and traditional floral arrangements for your home. It is the only one of its kind in the area.

## Sponsors are included in many aspects of our marketing campaign.

Depending on the level of sponsorship, your company name could appear in our print ads, e-mail blasts, website, web ads, flyers, event brochure, press releases and social media messages. Plus, sponsors receive terrific exposure at the event itself... exposure that standard advertising dollars might not otherwise provide!

## Sponsorship Benefits

### Community Leadership

As an important local business leader, a Sweetwater Oaks Garden Fair major sponsorship will benefit your organization by placing you in the spotlight as an active Community Service Leader assisting SWOGC to affect positive change in our community through scholarships and good works.

### Register and Online Payment:

Sponsors can complete their sponsorship form and pay online at <http://www.swogc.org/sponsors>

### Website

A customized promotional landing page which will provide constantly updated information about activities, speakers, exhibitors and sponsors.

### On site Exposure

The Garden Fair has enjoyed a steady increase in attendance. Based on previous visitor counts, the Fair will attract an estimated 4,000 gardening enthusiasts.

### Pre Event Print Promotion

- Print ads in the Treasure Chest of Sweetwater
- Event posters and flyers

### Call to book your sponsorship. Contact:

Margaret Kirkpatrick, [mkgardenfair@gmail.com](mailto:mkgardenfair@gmail.com)  
407-399-8230, 431 Newton Pl., Longwood, FL 32779