



2026 SPONSORSHIP PITCH PACKAGE

Where Legends Return.
Rivals Unite.
Memories Are Made.

NOVEMBER 27-28, 2026 • PALMETTO, FLORIDA

One State. Two Traditions. Endless Bragging Rights.

A Partnership Bigger Than the Game

Rivalry creates attention. Legacy creates connection. Community creates impact.

THE EXPERIENCE

- Two-day rivalry weekend connecting Florida State and University of Florida alumni, former athletes, fans, families, sponsors, and community partners

THE AUDIENCE

- Alumni
- Former student-athletes
- Families & Florida football fans
- Community leaders
- Business decision-makers
- Regional visitors

THE PURPOSE

- Event proceeds benefit RiSe Leadership and Sports Academy
- Support centers on academic accountability, college readiness, and leadership for student-athletes
- Be the Bridge. Build the Legacy.

WHY SPONSOR

A Platform Built for Visibility & Impact

Brand Visibility

Event collateral, website, social media, banners, and select media-facing opportunities.

Hospitality

VIP access to host customers, employees, partners, and community stakeholders.

Purpose

Align sports and community while supporting RiSe Leadership and Sports Academy.

Live Engagement

Booths, sampling, activations, giveaways, volunteers, and guest interaction.

Storytelling

Branded content, interviews, social recognition, and sponsor communications.

THE SCHEDULE

The Weekend

Two signature experiences. One master brand. Sponsors can connect across both days.

FRIDAY • NOVEMBER 27

The Legacy Weekend Tailgate Watch Party

Sutton Park

1036 6th St W, Palmetto, FL 34221

A high-energy rivalry gathering for alumni, fans, families, and community partners — watch-party energy, concessions, and general admission through VIP hospitality.

SATURDAY • NOVEMBER 28

The Legacy Social

Palmetto Marriott Resort & Spa

600 US-41, Palmetto, FL 34221

Recognition, networking, community impact, and celebration for alumni, former athletes, sponsors, and supporters at the resort's Beach Club.

Eight Partnership Levels

Designed for different visibility and activation goals — from anchor-level presenting rights to accessible community-support tiers. Custom sponsorship options are also available.

TIER	INVESTMENT	HIGHLIGHTS
Presenting Sponsor	\$25,000	10x20 booth • premium print & web placement • custom activation • 20 VIP tickets • 2 hotel rooms, 2 nights
Platinum	\$15,000	10x20 booth • logo on collateral & website • 10 VIP tickets • 2 hotel rooms, 2 nights
Gold	\$10,000	10x20 booth • social media recognition • 8 VIP tickets • 2 rooms, 2 nights
Silver	\$5,000	10x10 booth • tailgate banner • 6 VIP tickets • 1 room, 2 nights
Bronze	\$2,500	10x10 booth • website logo • 4 VIP tickets
Specialty	\$1,500	6x6 booth space • social mention • 2 VIP tickets
Sponsor	\$750	6x6 booth space • website mention • 1 VIP ticket
Friends of the Festival	\$500	Website / social mention • 1 VIP ticket

Every tier includes an internship opportunity for RiSe Academy students (paid internship preferred when possible). Full benefit detail for each tier follows on the next pages.

Anchor Partnership Levels

Presenting Sponsor

\$25,000

MAXIMUM VISIBILITY • PREMIUM ACTIVATION

- 10x20 booth at the event
- Most prominent name/logo placement on event print ads (print deadlines apply)
- Name/logo on collateral materials, including information packets
- Company banner placement at the event (provided by company)
- Commercial/name/logo and link on The Legacy Weekend website
- Recognition in TLW social media captions
- Company representative opportunity to speak in interviews and at the event
- Custom activation: VIP lounge, product sampling, influencer partnership
- Opportunity for company material in bag and raffle giveaway
- Opportunity to provide company volunteers
- Internship for RiSe Academy students (paid preferred when possible)
- 20 tickets to the Legacy Social, plus two hotel rooms for a two-night stay at the Palmetto Marriott, and 20 VIP tickets & t-shirts

Platinum

\$15,000

HIGH-VISIBILITY PARTNERSHIP

- 10x20 booth at the event
- Logo on collateral materials, lower third
- Company banner placement at the event
- One commercial included on website
- Name/logo and link on TLW website
- Company recognition on TLW social media
- Company material in bag and raffle giveaway
- Company representative opportunity to speak at event
- Opportunity to provide company volunteers
- Internship for RiSe Academy students (paid preferred when possible)
- 10 tickets to the Legacy Social, plus two hotel rooms for two nights at the Palmetto Marriott, and 10 VIP tickets & t-shirts

Growth Partnership Levels

Gold

\$10,000

STRONG BRAND PRESENCE

- 10x20 booth at the event
- Company banner placement at event
- Logo on TLW website
- Company material in bag and raffle giveaway
- Company announced on social media post
- Opportunity to provide company volunteers
- Internship for RiSe Academy students (paid preferred when possible)
- 8 tickets to the Legacy Social, plus two rooms for a two-night stay at the Palmetto Marriott, and 8 VIP tickets & t-shirts

Silver

\$5,000

ACCESSIBLE PARTNERSHIP

- 10x10 booth at the event
- Link on TLW website
- Company material in bag and raffle giveaway
- Company banner at Legacy Tailgate event
- Company announced on one social media post
- Internship for RiSe Academy students (paid preferred when possible)
- 6 tickets to the Legacy Social, plus one room for a two-night stay at the Palmetto Marriott, and 6 VIP tickets & t-shirts

SPONSORSHIP PACKAGES

Community & Entry-Level Levels

Bronze

\$2,500

ON-SITE & DIGITAL VISIBILITY

- 10x10 booth at the event
- Logo on the website
- Company announced on one social media post
- Marketing materials in bag
- Internship for RiSe Academy students (paid preferred when possible)
- 4 tickets to the Legacy Social; 4 VIP tickets & t-shirts

Specialty

\$1,500

ENTRY-LEVEL PRESENCE

- 6x6 booth space
- Social media mention
- Marketing materials in bag
- Internship for RiSe Academy students (paid preferred when possible)
- 2 tickets to the Legacy Social; 2 VIP tickets & t-shirts

Sponsor

\$750

VISIBLE & ACCESSIBLE

- 6x6 booth space
- Name mentioned on website
- Social media mention
- Internship for RiSe Academy students
- 1 VIP ticket, 1 ticket to the Legacy Social, and a t-shirt

Friends of the Festival

\$500

COMMUNITY SUPPORT LEVEL

- Name on website or social media mention
- Internship for RiSe Academy students (paid preferred when possible)
- 1 VIP ticket
- 1 ticket to the Legacy Social and a t-shirt

A distinct sponsorship tier — the \$750 Sponsor level is separate from the \$500 Friends of the Festival level.

CUSTOM SPONSORSHIP OPPORTUNITIES

Let's Design a Partnership That Fits Your Brand

On-Site Activations

Cooking demos • product giveaways • VIP experiences • sampling • interactive fan moments

Branded Content

Exclusive interviews • sponsored social posts • founder content • partner storytelling

Cause Marketing

Customized community-impact opportunities built around RiSe Leadership and Sports Academy.

Custom Hospitality

VIP hosting • client entertainment • employee engagement • sponsor appreciation experiences

1

SELECT

Choose the partnership level that best fits your goals.

2

CUSTOMIZE

Discuss activation, content, hospitality, and visibility opportunities.

3

CONFIRM

Execute sponsorship agreement and payment schedule.

4

LAUNCH

Begin sponsor communications and activation planning.

SPONSORSHIP & MEDIA CONTACT

Become a Legacy Weekend Partner

Kimberly V. Jackson — Owner & CEO, KVJINC Public Relations

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www.thelegacyweekend.net

Be the Bridge. Build the Legacy.