

PENSACOLA
PICKLES AND WINGS
FAMILY FESTIVAL

2026 SPONSORSHIP OPPORTUNITIES

It's Kind of a Big Dill.

Saturday, May 16, 2026 • 10:00 AM - 8:00 PM

Seville Square, Downtown Pensacola, FL

FREE ADMISSION

A portion of proceeds will benefit the

Ronald McDonald House of Northwest Florida

Presented by

Pensacola History and Haunting Tours and Events

(850) 941-4321 | pensacolaevent@aol.com
pensacolafest.com | pensacolafestival.com

ABOUT THE FESTIVAL

The Pensacola Pickles and Wings Family Festival is the Gulf Coast's most dill-icious one-day celebration! We're taking over historic Seville Square for a full day of wings, pickles, food trucks, local makers, live music, contests, and nonstop family fun under the centuries-old oak trees in the heart of downtown Pensacola.

Festival Features: Food Trucks • Pickle Marketplace • Live Music All Day • Pickle Eating Contest • Costume Contests with Cash Prizes • Kids Zone • Photo Opportunities • And Pensacola's biggest celebration of all things briny and bold!

WHY SPONSOR?

Put your brand in front of local families and visitors at one of the Gulf Coast's most anticipated new festivals! The Pensacola Pickles and Wings Family Festival offers excellent visibility, community goodwill, and direct engagement with local consumers and visitors alike.

- ✓ High-visibility branding at a major downtown Pensacola event
- ✓ Direct access to families, foodies, and local shoppers
- ✓ Association with a fun, family-friendly community celebration
- ✓ Digital marketing exposure across social media and web platforms
- ✓ Networking opportunities with local businesses and vendors
- ✓ Ground-floor opportunity for an annual event—build your brand year after year!

ADVERTISING & COMMUNITY EXPOSURE

As our inaugural festival, we're building excitement across the Pensacola community! Your sponsorship will be promoted through a comprehensive marketing campaign:

- ✓ Social media advertising across Facebook and Instagram targeting the Greater Pensacola area
- ✓ Website promotion on pensacolafest.com and pensacolafestival.com
- ✓ Community outreach through local partnerships and cross-promotions
- ✓ Event signage and on-site recognition throughout Seville Square
- ✓ Press releases and media outreach to local news outlets
- ✓ Email marketing to our growing subscriber list

Target Audience: Families with children • Local residents • Tourists visiting the Pensacola Beach area • Food enthusiasts • Downtown shoppers • All ages welcome

ABOUT SEVILLE SQUARE & PENSACOLA

Pensacola is celebrated as America's First Settlement—Spanish explorers landed here in 1559, nearly 50 years before Jamestown. Seville Square sits in the heart of this history, shaded by centuries-old oak trees and surrounded by the charm of downtown Pensacola. It's the perfect setting for a festival that brings together food, community, and fun!

SPONSORSHIP LEVELS

Choose Your Level of Support

THE GRAND BRINE — TITLE SPONSOR — \$5,000

Name as Title Sponsor on website & all marketing ★ Top logo placement on digital materials ★ Logo on main stage signage ★ Multiple PA announcements ★ Opportunity to address attendees from stage ★ Largest premium booth/activation space ★ Inclusion in press releases ★ Dedicated social media spotlight

WINGS OF GOLD SPONSOR — \$3,000

Prominent logo on website ★ Dedicated social media post ★ Logo on festival signage ★ Verbal recognition at opening & closing ★ Premium booth in high-traffic area ★ Opportunity for promotional giveaways

WINGLETS KIDS ZONE SPONSOR — \$2,000

Named Kids Zone Sponsor on website ★ Logo displayed prominently at Kids Zone ★ Dedicated social post highlighting family support ★ PA mentions throughout day ★ Branded activities or giveaways in Kids Zone ★ Booth space near Kids Zone

BIG DILL SPONSOR — \$1,000

Logo on festival website ★ Enhanced social media mentions before & during event ★ Banner displayed at festival ★ PA announcements during event ★ Booth space if desired

WINGIN' IT SPONSOR — \$500

Logo on official festival website ★ Social media mentions prior to event ★ Booth space at festival if desired

CUSTOM SPONSORSHIP OPPORTUNITIES AVAILABLE

Let's create a package that fits your goals!

SPONSORSHIP DEADLINE: April 15, 2026 — Secure your spot early for maximum exposure!

SPONSORSHIP APPLICATION FORM

Pensacola Pickles and Wings Family Festival | May 16, 2026

SPONSOR INFORMATION

Business/Organization Name: _____

Contact Name: _____

Title: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Website: _____

SPONSORSHIP LEVEL

- THE GRAND BRINE — Title Sponsor — \$5,000
- WINGS OF GOLD SPONSOR — \$3,000
- WINGLETS KIDS ZONE SPONSOR — \$2,000
- BIG DILL SPONSOR — \$1,000
- WINGIN' IT SPONSOR — \$500
- CUSTOM SPONSORSHIP (describe below) \$ _____

Custom Sponsorship Notes: _____

PAYMENT INFORMATION

- CHECK — Make payable to: Pensacola History Tours
Mail to: 221 East Government Street, Pensacola, FL 32502
- PAY ONLINE — Visit pensacolafest.com and click "Become a Sponsor"

Total Amount Enclosed/Paid: \$ _____

AUTHORIZATION

By signing below, I confirm that I am authorized to commit the above-named business/organization to this sponsorship and agree to the sponsorship level selected.

Authorized Signature: _____

Date: _____

Print Name: _____

Title: _____

SUBMIT THIS FORM

Email: pensacolaevent@aol.com | Mail: 221 East Government Street, Pensacola, FL 32502
Apply online at pensacolafest.com | Questions? Call (850) 941-4321

Thank you for supporting the Pensacola Pickles and Wings Family Festival!

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