



On November 5-7, 2010 Hickory Point in Tavares, Florida will be transformed into a world of Renaissance Pageantry. Over 14,000 Lords and Ladies and 3,000 students will be carried back in time.

A time of knights and fair maidens, a time of romance and battle

We invite you to partner in the eight annual

Lady of the Lakes Renaissance Faire

Who we Are

The Lady of the Lake Renaissance Faire began in 2002, and offers its visitors an opportunity to step back in time to a magical, enchanting fantasyland that has been created to represent an authentic European village.

The Lady of the Lakes Faire is an established member of a national Renaissance Faire circuit and features over 70 performers, representing various entertainments of the time – including jugglers, knights in armor, jousting, fire-eaters, pirates, dancers, villagers, peasants, historical characters and a variety of musicians. Over 60 artisans fill the village, working in mediums such as pottery, leather work, blacksmithing, sculpture and candle making, just to name a few. The crafts and entertainment combine with thematic games and foods to create a glimpse of marketplace celebrations and life in the 16th century. All proceeds from the Lady of the Lakes Renaissance Faire benefit the Education Foundation of Lake County, Florida, a 501(3)(c) organization.

Our Patrons

Last year, a record-breaking 14,000+ patrons attended the Lady of the Lakes Renaissance Faire. More than half of these patrons visited from outside of Lake County. Attendance is expected to grow again this year, as current economic conditions are forcing more people to find entertainment opportunities closer to home. Renaissance Faire patrons love culture, history and romance. The exciting and diverse educational and entertaining offerings at the faire attract men, women, young, elderly, families and singles. No matter who your target market is, you can reach them at the Renaissance faire! Over the last 3 years, several couples have even decided to wed at the faire!

Our Marketing Efforts

The Lady of the Lakes Renaissance Faire is set during the Renaissance but our marketing efforts couldn't be more 21st century! Traditional media channels such as newspaper, TV and radio are utilized to deliver our message, as well as new media channels including our website and social media sites such as YouTube, Facebook, MySpace, Twitter and Ning, all of which direct viewers back to our website for more information. This multi-media channel approach ensures that your company's logo is seen by the highest possible number of potential guests.

Sponsor levels for Partners

Presenting Sponsor

\$10,000+

- Logo inclusion in all print and website as presenting sponsor
- Logo on TV spots
- Name in radio spots
- 24 (3) day passes to event
- 24 invitations to the Royal Feast
- 12 vip parking passes
- tent and table at event
- banner placement at event
- use of vip tent
- representative in processions

Royal Sponsor

\$7,000

- Logo inclusion in all print and website
- Logo on TV spots
- Name in radio spots
- 16 (3) day passes to event
- 16 invitations to the Royal Feast
- 8 vip parking passes
- table and tent at event
- banner placement at event
- use of vip tent

Knight Sponsor

\$3,000

- Logo inclusion in all print and website
- 4 (3) day event passes
- 4 invitations to the Royal Feast
- 2 vip parking passes to event
- shared table and tent at event
- banner placement at event

Herald Sponsor

\$1,500

- logo inclusion in all print
- 2 (3) day passes to event
- 2 invitations to the King's Feast
- 1 vip parking pass for event
- banner at event

For more information please contact Carman Cullen at 352-326-1265
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