



CITY OF ST. CLOUD PRESS RELEASE



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City of St. Cloud Press Release
June 8, 2017

FOR IMMEDIATE RELEASE
Release # 17-70

Planning under way for St. Cloud's New Year's Eve event; previous, new sponsors welcomed

Released by City of St. Cloud Public Information Office

St. Cloud, Fla. (June 8, 2017) – City of St. Cloud staff is working on the 2nd Annual St. Cloud New Year's Eve Cloud Drop planned for Dec. 31 in Downtown St. Cloud.

The City's first-ever New Year's Eve event in 2016 featured a block party that included nationally known *Fuel* and local bands *Wilted Chilis*, *Auditory Armory* and *Papa Wheelie*. The festivities concluded with a countdown to midnight to welcome the New Year with a memorable "cloud drop". The event also served as a fund-raiser for St. Cloud Citizens Foundation. Event sponsors were OUC-The Reliable One®, Shamrock Auto Body, CenterState Bank-St. Cloud, PIP® Printing and Marketing, FireWater Lounge and Patio, de Beaubien Knight Simmons Mantzaris & Neal LLP, City Beverages, St. Cloud Regional Medical Center and Royal St. Cloud Golf Links.

For this year's event, City management is inviting previous and new sponsors to join the municipality in providing another spectacular event for those who live in and visit St. Cloud.

"I invite individuals, businesses and organizations in becoming valuable sponsors," said City Manager Joe Helfenberger. "This is a great opportunity to market Osceola County to the Central Florida region and beyond. More than 5,000 people attended last year's event and we are expecting another great crowd to 'Rock the Cloud' into the New Year. The success of this event depends heavily on our sponsors!"

The New Year's Eve Cloud Drop event will serve as a fund-raiser for **Pink Heals of St. Cloud**, a health-care support group at a grass-roots level. Its mission is to provide St. Cloud with a program that maintains fund-raising dollars within the local community in support of local residents who battle cancer and other debilitating diseases.

Seven sponsorship levels are available:

- Title Sponsor – \$10,000
- Premier Sponsor – \$5,000
- Ultimate Sponsor – \$2,500
- Band Sponsor – \$1,500

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- Major Sponsor – \$1,000
- Minor Sponsor – \$500
- Friends and Followers Sponsor – \$250

The municipality will provide a Taxpayer Identification Number (TIN) for tax-deductible donations. The sponsorship packet is available at www.stcloud.org and the deadline for submission is July 1. Sponsorship inquiries may be directed to eochs@stcloud.org or 407-957-7139.

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Planificación comienza para evento de despedida de año de St. Cloud; patrocinadores previos, nuevos bienvenidos

Hecho Público por Oficina de Información Pública, Municipio de St. Cloud

St. Cloud, Fla. (8 de junio del 2017) – El personal del Municipio de St. Cloud está trabajando en el evento 2ª Bajada de Nube para la Despedida de Año de St. Cloud (2nd Annual St. Cloud New Year's Eve Cloud Drop) planeada para el 31 de diciembre en el centro de la ciudad de St. Cloud.

El primer evento de despedida año nuevo del municipio en el 2016 incluyó una fiesta de pueblo que presentó a la banda reconocida nacionalmente *Fuel* y bandas locales *Wilted Chilis*, *Auditory Armory* y *Papa Wheelie*. La celebración concluyó con una cuenta regresiva a la medianoche que le dio la bienvenida al año nuevo con una “bajada de nube” espectacular. El evento también sirvió como recaudador de fondos para St. Cloud Citizens Foundation. Los patrocinadores del evento fueron OUC-The Reliable One®, Shamrock Auto Body, CenterState Bank-St. Cloud, PIP® Printing and Marketing, FireWater Lounge and Patio, de Beaubien Knight Simmons Mantzaris & Neal LLP, City Beverages, St. Cloud Regional Medical Center y Royal St. Cloud Golf Links.

Para el evento de este año, la gerencia municipal está invitando a patrocinadores previos y nuevos a unirse al municipio en ofrecer otro evento espectacular para los que viven y visitan a St. Cloud.

“Invito a individuos, dueños de negocios y organizaciones a convertirse en valiosos patrocinadores”, dijo el Administrador Municipal Joe Helfenberger. “Ésta es una gran oportunidad para promocionar al Condado de Osceola a la región del centro de la Florida y más allá. Más de 5.000 personas asistieron al evento el año pasado y esperamos que otra gran multitud llegue hasta acá para disfrutar de este evento celebrando la llegada del año nuevo. ¡El éxito de este evento depende en gran medida de nuestros patrocinadores”!

El evento New Year's Eve Cloud Drop servirá como recaudador de fondos para **Pink Heals of St. Cloud**, un grupo de apoyo en el cuidado de salud a nivel común. Su misión es el de proporcionarle a St. Cloud un programa que mantiene el dinero recaudado en la comunidad local en apoyo de los residentes quienes luchan contra el cáncer y otras enfermedades debilitantes.

Siete niveles de patrocinio están disponibles:

- Patrocinador Titular – \$10,000
- Patrocinador Principal – \$5.000
- Patrocinador Máximo – \$2.500
- Patrocinador de la Banda – \$1.500
- Patrocinador Mayor – \$1.000

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- Patrocinador Menor – \$500
- Patrocinador Amigos y Seguidores – \$250

El municipio proporcionará un Número de Identificación de Contribuyente (TIN, por sus siglas en inglés) para donaciones deducibles de impuestos. El paquete de patrocinio está disponible en www.stcloud.org y la fecha límite de entrega es el 1 de julio. Preguntas sobre patrocinio pueden ser dirigidas por correo electrónico a eochs@stcloud.org o al llamar al 407-957-7139.

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*To receive City of St. Cloud news and/or "Dateline" via e-mail, please e-mail a request to sramirez@stcloud.org
Para recibir noticias y/o "Dateline" del Municipio de St. Cloud, favor de enviar un correo electrónico a sramirez@stcloud.org*

**2nd Annual City of St. Cloud
New Year's Eve Cloud Drop &
Rockin' the Cloud
Sponsorship Packet**

- _____ Title Sponsor \$10,000 (1 available)
- _____ Premier Sponsor \$5,000 (2 available)
- _____ Ultimate Sponsor \$2,500 (4 available)
- _____ Band Sponsor \$1,500 (4 available)
- _____ Major Sponsor \$1,000 (5 available)
- _____ Minor Sponsor = \$500 (5 available)
- _____ Friends and Followers Sponsor = \$250 (6 available)

Company Name _____

Contact Name _____

Full Address _____

Phone _____ Fax _____

Email _____

Website _____

For additional information please email Erin Ochs at eochs@stcloud.org

**2nd Annual City of St. Cloud
New Year's Eve Cloud Drop &
Rockin' the Cloud
Sponsorship Packet**

TITLE SPONSOR = \$10,000 (1 available)

Includes:

- Name in all media advertising
- Press Release Announcing Sponsorship
- Logo and Name on all Day-Of-Event Materials
- 4 Meet and Greet Passes with Event Headliner
- 4 Backstage VIP Passes
- Logo on T-Shirt
- Link to your website company website or Facebook Page

PREMIER SPONSOR = \$5,000 (2 available)

Includes:

- Larger Logo on all media advertising
- Logo and Name on all Day-Of-Event Materials
- 4 Meet and Greet Passes with Event Headliner
- Sponsor-provided Banner at the Event
- Logo on T-Shirt
- Link to your website company website or Facebook Page

ULTIMATE SPONSOR = \$2,500 (4 available)

- Larger Logo on all media advertising
- Logo and Name on all Day-Of-Event Materials
- Sponsor-provided Banner at the Event
- Logo on T-Shirt
- Link to your website company website or Facebook Page

BAND SPONSOR = \$1,500 (4 available)

Includes:

- Logo on all media advertising
- Logo and Name on all Day-Of-Event Materials
- Sponsor-provided Banner at the Event
- Logo on T-Shirt

MAJOR SPONSOR = \$ 1,000 (5 available)

Includes:

- Logo and Name on all Day-Of-Event Materials
- Sponsor-provided Banner at the Event
- Logo on T-Shirt
- Link to your website company website or Facebook Page

MINOR SPONSOR = \$500 (5 available)

Includes:

- Sponsor-provided Banner at the Event
- Logo on T-Shirt
- Link to your website company website or Facebook Page

FRIENDS AND FOLLOWERS SPONSOR = \$250 (6 available)

Includes:

- Logo on T-Shirt
- Link to your website company website or Facebook Page