



## **SPONSORSHIP AGREEMENT**

### **NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS AND KEEP NASSAU BEAUTIFUL, INC.**

This Sponsorship Agreement (“Agreement”) is entered by and between the Nassau County Board of County Commissioners (“County”) and KEEP NASSAU BEAUTIFUL, INC. (“Organization”) and overseen by the Amelia Island Convention and Visitors Bureau (“AICVB”) on behalf of the County for the purpose of promoting and conducting the Wild Amelia Nature Festival on May 9, 2025 through May 17, 2025. (“Event”).

#### **SECTION 1. Organization’s Responsibilities.**

- 1.1 The Organization shall hold the Event which shall consist of a concert as outlined in the Request for Sponsorship (“Exhibit A”). The Event shall be held May 9, 2025 through May 17, 2025. AICVB may change the Event dates so long as the Organization and the AICVB agree in writing on such change at least two (2) weeks in advance of the Event.
- 1.2 The Organization shall include the destination Amelia Island logo, as supplied by the AICVB, on printed materials and shall reference the Amelia Island Tourist Development Council (“AITDC”) as a sponsor in press releases and any other media materials. The AITDC and Organization have the right to approve all materials and releases produced by the other for promotional purposes.
- 1.3 The Organization shall promote at least one Amelia Island Hotel on the Organization’s website, and the Organization shall encourage Event attendees to utilize Amelia Island hotel rooms or lodging.
- 1.4 The Organization shall obtain all necessary permits, approvals, and venues for the conducting of the Event and related activities.
- 1.5 The Organization shall provide all necessary equipment for the Event.
- 1.6 The Organization shall be responsible for all food and beverage sales. No alcohol shall be consumed or sold on property belonging to the County except where permitted by the County.

- 1.7 The Organization shall be responsible for all merchandise sales.
- 1.8 The Organization shall be responsible for all sponsorship sales.
- 1.9 The Organization shall be responsible for providing a safe environment for all participants and spectators.
- 1.10 The Organization shall provide all Event staff.
- 1.11 The Organization shall be responsible for implementing a parking system for the Event in a safe and efficient manner and in cooperation with the County, municipality, or appropriate authority.
- 1.12 The Organization shall provide on-site medical personnel or have a medical plan prepared.
- 1.13 The Organization understands that it is an independent contractor and has no authority or right to make obligations of any kind in the name of or for the account of the County, the AITDC or AICVB nor commit or bind the County, the AITDC or AICVB to any contract (other than this Agreement) by virtue of this Agreement.
- 1.14 If the Event is held on County-owned property or if the County is co-participating in the Event, as determined by the County in its sole discretion, then the Organization shall, upon written request by the County, provide the County a Certificate of Insurance including one million dollars (\$1,000,000) in general liability coverage and listing the County and the AICVB as "additional insured" for the Event no later than five (5) days after execution of this Agreement by all parties. Certificates of Insurance and the insurance policies required for this Agreement shall contain a provision that coverage afforded under the policies shall not be cancelled or allowed to expire unless at least thirty (30) days prior written notice has been given to the County and the AITDC. Certificates of Insurance and the insurance policies required for this Agreement shall also include a provision that policies, except Worker's Compensation, are primary and noncontributory to any insurance maintained by the AICVB. All insurers shall be authorized to transact insurance business in the State of Florida as provided by Section 624.09(1), Florida Statutes and the most recent Rating Classification/Financial Category of the insurer as published in the latest edition of "Best's Key Rating Guide" (property-Casualty) must be at least A- or above.
- 1.15 The Organization shall submit to the AICVB a Post Event Report within forty-five (45) days of the Event.

## **SECTION 2. AICVB's Responsibilities.**

- 2.1 The AICVB shall provide a link to the Event webpage on [www.ameliaisland.com](http://www.ameliaisland.com). The Event posting should include the Event schedule and details as they relate to parking, registration fees, sponsorship, merchandise sales, concessions, and all other activities relating directly or indirectly to the operation of the Event (as applicable).

- 2.2 The AICVB shall share responsibility with the Organization for the promotion of the Event outside of Nassau County, Florida.

### **SECTION 3. Sponsorship Amount.**

- 3.1 Upon the recommendation of the AITDC and approval of the County and pursuant to the acceptance and fulfilment of the terms of this Agreement, the County shall provide to Organization a sponsorship in the amount of Fifteen Thousand Dollars and 00/100 (\$15,000.00) (“Sponsorship Amount”) for the 2025 Event. The County’s performance and obligation under this Agreement is contingent upon an annual appropriation by the Nassau County Board of County Commissioners for subsequent fiscal years and is subject to termination based on lack of funding.
- 3.2 The Sponsorship Amount may be paid in full to the Organization at least two (2) weeks in advance of the Event. Notwithstanding County’s payment of the Sponsorship Amount prior to the Event, the Organization shall only be entitled to retain and shall have only been deemed to have earned the Sponsorship Amount after the conclusion of the Event and timely delivery of the completed and executed Post Event Report as required in Section 1.16 hereinabove and any required supporting documentation.
- 3.3 The Organization shall use and allocate the Sponsorship Amount solely for expenditures or obligations related to the Event as outlined in Exhibit “A”.
- 3.4 The Organization shall be responsible for any and all Event costs and expenses in excess of the total Sponsorship Amount incurred due to Event.

### **SECTION 4. Indemnification.**

- 4.1 The Organization shall indemnify, and hold harmless the County and its officers and employees, the Amelia Island Tourist Development Council, the Amelia Island Convention and Visitor’s Bureau from any and all damages, losses, liabilities, and costs, including but not limited to, reasonable attorneys’ fees, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of the Organization and other persons employed or utilized by the Organization in the performance of the Agreement.

### **SECTION 5. Compliance with Laws & Regulations.**

- 5.1 The Organization represents and warrants that it shall comply with all applicable state, federal and local laws and regulations relating to the operation of the Event.

### **SECTION 6. Waivers.**

- 6.1 No release or waiver of any provision of this Agreement shall be enforceable against or binding upon a party unless in writing and executed by the releasing or waiving party. The failure of any party to insist upon specific performance of any of the agreements, terms, covenants, or conditions of this Agreement shall not be deemed a waiver of any rights or

remedies that either party may have, or a waiver of any subsequent courses of actions or claims based upon breach or default of any of such agreements, terms, covenants, and conditions.

#### **SECTION 7. Relationship of Parties.**

7.1 The parties of this Agreement shall not be deemed joint venturers, agents, or partners of the other for any purpose because of this Agreement or for the transactions contemplated hereby.

#### **SECTION 8. Term.**

8.1 This Agreement shall commence when fully executed and shall remain in full force and effect until September 30, 2025.

#### **SECTION 9. Amendments.**

9.1 No provision of this Agreement may be modified, waived, or amended except by a written instrument duly executed by both parties.

#### **SECTION 10. Cancellation; Rescheduling; Force Majeure.**

10.1 Notwithstanding anything to the contrary contained herein, if the Event is canceled for any reason whatsoever, and the Event is not rescheduled as set forth in Section 10.2 below, then (a) this Agreement shall be automatically deemed terminated, (b) the Organization shall have no right to receive or otherwise direct the receipt of any portion of the Sponsorship Amount, and (c) the Organization must refund to the County all amounts paid by the County to the Organization pursuant to this Agreement within ten (10) business days following written request by the County. The Organization hereby waives and releases any and all claims it may have for breach of contract or otherwise arising out of such circumstances.

10.2 If the Event is canceled for any reason, within ten (10) business days of such cancellation, Organization shall notify County in writing whether the Organization intends to reschedule the Event to a date during County's current Fiscal Year (October 1 through September 30). If the Organization timely notifies County of its intent to reschedule the Event to a date within the current Fiscal Year, County and the Organization shall coordinate the replacement dates for the Event; provided, however, County shall not unreasonably withhold, condition, or delay its consent to dates requested by the Organization. If the Parties agree on rescheduled dates for the Event, such agreement shall be made in writing by the parties and treated as an amendment to this Agreement, with all references to Event herein to mean the new dates. If the Organization does not timely notify County that it intends to reschedule the Event within the time period stated in this section, the Event is deemed canceled and this Agreement is automatically deemed terminated as provided in Section 10.1 above.

**10.3** Other than the Organization’s obligations to refund the Sponsorship Amount as provided in Section 10.1 of this Agreement, which obligations are not waived by any event of Force Majeure (as defined in this paragraph), each Party’s obligations under this Agreement shall be temporarily excused by acts of God, such as fires, storms, lightning, floods, confiscations or restraints of government (civil or military), war, terrorism, strikes or labor disputes, civil disturbances, or any other cause that is not within the reasonable control of a Party, and not otherwise due to any negligence or willful misconduct by that Party (“Force Majeure”).

**SECTION 11. Third- Party Beneficiaries.**

**11.1** Neither the Organization nor the County intends to directly or substantially benefit a third party by this Agreement. Therefore, the Parties acknowledge that there are no third-party beneficiaries to this Agreement and that no third party shall be entitled to assert a right or claim against either of them based upon this Agreement.

**SECTION 12. Notices.**

**12.1** In order for a notice to a party to be effective under this Agreement, notice must be sent via U.S. first-class mail, hand delivery, or commercial overnight delivery, each with a contemporaneous copy via e-mail, to the addresses listed below and shall be effective upon mailing or hand delivery (provided the contemporaneous e-mail is also sent). The addresses for notice shall remain as set forth in this section unless and until changed by providing notice of such change in accordance with the provisions of this section.

**FOR AICVB:**

**ATTENTION:**

Executive Director  
1750 South 14<sup>th</sup> Street, Suite 200  
Fernandina Beach, Florida 32034  
(904) 277-4369

**FOR ORGANIZATION:**

**ATTENTION:**

Lynda Bell  
1417 Sadler Road #233  
Fernandina Beach, FL 32034  
(904) 261-0165

All notices for the Organization shall be provided to the Organization through the contact person named on the Event or Project Sponsorship Funding Application (“Application”) at the address listed on the Application.

**SECTION 13. Public Records.**

- 13.1** The Organization acknowledges that the County is a public agency subject to Chapter 119, Florida Statutes, and that the information and data the Organization manages under this Agreement may be public records in accordance with Chapter 119, Florida Statutes. If a court of competent jurisdiction determines that the Organization is a “contractor” for purposes of Section 119.0701, Florida Statutes, then the Organization shall comply with all requirements of Chapter 119, Florida Statutes. Failure to comply with this section shall be deemed a breach of this Agreement and enforceable as set forth in Section 119.0701, Florida Statutes. **IF THE ORGANIZATION HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE ORGANIZATION’S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT (904) 530-6090, [RECORDS@NASSAUCOUNTYFL.COM](mailto:RECORDS@NASSAUCOUNTYFL.COM), 96135 NASSAU PLACE, SUITE 6, YULEE, FLORIDA 32097.**

**SECTION 14. Assignment.**

- 14.1** The Organization may not assign all or part of its rights or obligations under this Agreement without the prior written consent of County, which consent shall not be unreasonably withheld, conditioned, or delayed. Any assignment, transfer, or encumbrance in violation of this section shall be void and ineffective. If the Organization violates this provision, any portion of the Sponsorship Amount already provided to the Organization shall be immediately refunded to County upon demand and, in addition to any other rights and remedies County may have, County may immediately terminate this Agreement.

**SECTION 15. Governing Law and Venue.**

- 15.1** This Agreement shall be deemed to have been executed and entered into within the State of Florida and any dispute arising hereunder, shall be governed, interpreted and construed according to the laws of the State of Florida, the Ordinances of Nassau County, and any applicable federal statutes, rules and regulations. Any and all litigation arising under this Agreement shall be brought in Nassau County, Florida, and any trial shall be non-jury. Any mediation, pursuant to litigation, shall occur in Nassau County, Florida.

**SECTION 16. Entire Agreement; Severability.**

- 16.1** This Agreement sets forth the final and complete understanding of the parties. It is understood and agreed that there are no other representations with respect to this Agreement and this Agreement supersedes all prior discussions, agreements and understandings relating to this subject matter hereof. In the event any part of this Agreement is found to be unenforceable by any court of competent jurisdiction, that part

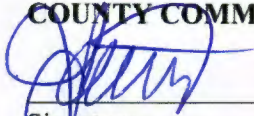
shall be deemed severed from this Agreement and the balance of this Agreement shall remain in full force and effect.

**[The remainder of this page left intentionally blank.]**

*Please indicate your acceptance of the foregoing terms and conditions by signing and dating the space below and returning one fully executed copy of this Agreement to the County.*

**NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS**

**KEEP NASSAU BEAUTIFUL, INC.**

  
\_\_\_\_\_  
Signature

*Lynda Bell*  
\_\_\_\_\_  
Signature

John F Martin  
\_\_\_\_\_  
Printed Name  
Chairman

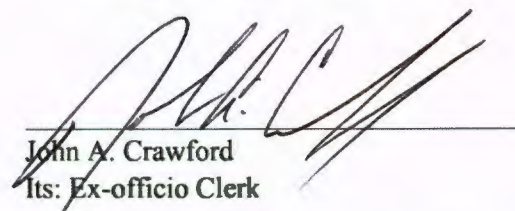
Lynda Bell  
\_\_\_\_\_  
Printed Name  
Director

\_\_\_\_\_  
Title  
  
10/28/24  
\_\_\_\_\_  
Date

\_\_\_\_\_  
Title  
  
10/3/2024  
\_\_\_\_\_  
Date

Attest to the Chairman's signature:

Approved as to form and legality by the Nassau County Attorney:

  
\_\_\_\_\_  
John A. Crawford  
Its: Ex-officio Clerk

*Denise C. May*  
\_\_\_\_\_  
Denise C. May, County Attorney

**Amelia Island Convention and Visitors Bureau**

*Gil Langley*  
\_\_\_\_\_  
Signature

Gil Langley  
\_\_\_\_\_  
Printed Name  
President

\_\_\_\_\_  
Title  
10/2/2024  
\_\_\_\_\_  
Date



# AMELIA ISLAND

COME MAKE MEMORIES®

## Event/Project/Program Sponsorship Funding Application

Please complete the following to be considered for event/project/program sponsorship funding. Attach additional documentation if needed. Be sure to review the requirements before submitting your application.

Each event/project/program host/organizer applying for sponsorship will be required to submit this Special Event/project/program Sponsorship Application. The annual sponsorship application process shall close on June 30 for consideration of support in the next fiscal year (October 1 through September 30). The application must be submitted to the TDC Managing Director by e-mail ([billing@ameliaisland.com](mailto:billing@ameliaisland.com)) or mailed/hand delivered to 1750 South 14<sup>th</sup> Street, Suite 200, Amelia Island, FL 32034.

For questions related to completing the application, please email Mariela Murphy at [mmurphy@ameliaisland.com](mailto:mmurphy@ameliaisland.com) or call 904-277-4369.

Name of Event/Project/Program: Wild Amelia Nature Festival

Event/Project/Program Date(s): May 9 through May 17, 2025

Event/Project/Program Location(s): Various Locations concluding on May 17 at the Main Beach greenspace.

Funding Amount Requesting: \$15,000.00

Event/Project/Program Host/Organizer/Applicant: Keep Nassau Beautiful

Event/Project/Program Host/Organizer/Applicant Address: 1417 Sadler Road #233, Fernandina Beach 32034

Contact Person: Lynda Bell

Address: 1417 Sadler Road #233, Fernandina Beach FL 32034

Phone: (904) 261-0165

Email: KNB@KeepNassauBeautiful.org

### Event/Project/Program Information

Provide names and contact information of all persons, firms, and corporations with a financial interest in the Special Event/project/program or participating in the control of the event/project/program.

Keep Nassau Beautiful and its Board of Directors

Provide a detailed description of the event/project/program and how it promotes Amelia Island tourism, the proposed goals, objectives, and economic impact of the event/project/program to include dates of the event/project/program (including set up and tear down); anticipated attendance; audience demographic and projected overnight visitation.

See Attachment

---

Provide a logistics outline (including but not limited to location/site plan, parking/shuttle and traffic plan, security plan, sanitation plan, health and safety plan, and special needs requirements) for your event/project/program.

See Attachment

---

See Attachment

---

Describe in detail how the special event/project/program sponsorship funds will be used including media plan with advertising schedule; public relations activities; proposed creative materials (including but not limited to display ads, banner ads, websites, flyers, posters); promotional activities to support the event/project/program and the related expense budgets for the marketing activities.

See Attachment

---

See Attachment

---

**Budget**

An event/project/program budget should accompany this application, and contain such items as available:

- amount being invested by the event/project/program host/organizer.
- an expense budget for producing the event/project/program.
- amount of support requested from the TDC and its intended use.
- additional sponsorship revenues.
- anticipated revenue from ticket/ancillary sales.
- any other revenue expected to be generated by the event/project/program.

Event/Project/Program Host/Organizer/Applicant Signature: Lynda Bell

Date: 8/30/2024

Internal Use Only:
Date Received:
Approved: ___ Yes / ___ No
Amount: _____

**Event/Project/Program Sponsorship Funding Requirements:**

1. Only one request per event/project/program.
2. Requests cannot be for more than fifty percent (50%) of total event/project/program budget.
3. Approval of sponsorships shall be considered as one-time approvals and applicant should not assume that funding is pre-approved for subsequent years or amounts.
4. *A Post Event Summary Report* must be submitted to the TDC forty-five (45) days after completion of the event/project/program.
5. All sponsorship funds must go toward the event/project/program itself and must not be used to pay commissions, bonuses, or other incentives for fund-raising efforts by staff, volunteers, or other parties.
6. If, for any reason you are unable to purchase an item or service as approved in your application, you must notify the TDC and request to substitute another item or service.
7. Any applicant found guilty of violating, misleading, neglecting or refusing to comply with the application requirements shall be disqualified from submitting any future requests.
8. Sponsorship funds may not be used for political campaigns, political parties, or for lobbying.
9. All events/projects/programs funded shall be conducted in a nondiscriminatory manner and in accordance with local, state, and federal laws, rules and regulations related to nondiscrimination and equal opportunity. Applicant and its event/project/program shall not discriminate on the grounds of race color, religion, sex, age, national origin, ancestry, marital status, disability, sexual orientation, gender identity or expression, or any other protected category designated by local, state, or federal law. All events/projects/programs funded shall be accessible to persons with disabilities in accordance with the Americans with Disabilities Act and related regulations.
10. If awarded funding, applicant agrees that it will include the Amelia Island logo in advertising, flyers, posters, literature, film/video credits, news releases, printed programs, public broadcasts, promotion, and publicity if requested to do so. Both parties have the right to approve all materials and releases produced by the other for promotional purposes.
11. Any funds granted shall be subject to an audit by the Nassau County Clerk of Court and Comptroller or their authorized representative.



1417 Sadler Road #233  
Fernandina Beach, FL 32034  
904-261-0165  
[knb@keepnassaubeautiful.org](mailto:knb@keepnassaubeautiful.org)  
[www.keepnassaubeautiful.org](http://www.keepnassaubeautiful.org)

August 26, 2024

Keep Nassau Beautiful (KNB) was incorporated in the State of Florida in 1991 and has served the citizenry, tourists, and visitors to Nassau County Florida for over 33 years. KNB has a successful track record of introducing and sustaining new innovative programs and educational events. As a program of KNB, the Wild Amelia Nature Festival (WANF), is celebrating its 16<sup>th</sup> year in 2025.

**EVENT/PROJECT/Program Information** - Provide names and contact information of all persons, firms, and corporations with a financial interest in the Special Event/project/program or participating in the control of the event/project/program.

Keep Nassau Beautiful, and its Board of Directors.

Lynda Bell, Executive Director, [knb@keepnassaubeautiful.org](mailto:knb@keepnassaubeautiful.org) 904-261-0165

**Detailed Description of the Event/Project/Program** - Provide a detailed description of the event/project/program and how it promotes Amelia Island tourism, the proposed goals, objectives, and economic impact of the event/project/program to include dates of the event/project/program (including set up and tear down); anticipated attendance; audience demographic and projected overnight visitation

According to various surveys and trends reported by the travel industry, tourists are increasingly looking for sustainable travel options. According to the US Travel Association, nine out of ten travelers want more sustainable options, and three-quarters of corporate executives want sustainable choices, even if they are more expensive. Visitors are not simply looking for transportation and accommodation choices to be more eco-friendly, they are also seeking experiences that connect them to the local environment of the places they visit.

The Wild Amelia Nature Festival (WANF)—by celebrating the bioregion of Nassau County, Florida—provides an opportunity to connect visitors to Amelia Island to events, excursions, programming, and volunteering designed to meet the needs, interests, and desires of visitors.

During the WANF local organizations and vendors feature environmentally based information, products, services, and tours that introduce visitors to the magic of the amazing natural treasures of Amelia Island. Visitors and tourists learn about the diverse ecosystems in our area and the wonderful creatures that inhabit them.

In its 15<sup>th</sup> year in May 2024 the WANF expanded to a 9-day festival schedule that included youth and adult activities: a community cleanup event, a reading program, a water refill station (#RefillNassauFL), Ecotour partners offering activities that appeal to visitors and tourists, and a Festival focused on education and immersive experiences in the local environment. We estimate attendance more than doubled over the 2023 event, with several thousand participating in the event. Attendees across the 9-day event represent a broad range of demographics easily observed in photographs taken during the event.

For its 16<sup>th</sup> year in 2025, we plan to continue the expanded 9-day program that celebrates nature and the diverse ecosystems in our area over a week of activities kicking off on Friday, May 9<sup>th</sup>, and closing on Saturday, May 17<sup>th</sup>. We expect attendance to increase in 2025 as awareness of an outdoor festival coordinated with the official "Opening of the Beaches" increases. Our goal is to host more than 3,000 attendees for the Eco-Expo. We expect to generate overnight stays through our preferred hotel program, newly introduced for the 2025 event.

Friday, May 9<sup>th</sup>

The WANF officially opens with an Ecotour in partnership with Amelia River Cruises.

Saturday, May 10<sup>th</sup>

Events kick off with the 4<sup>th</sup> annual "Downtown to Dunes" community clean-up. The event is sponsored in partnership with Amelia Island Convention & Visitors Bureau, Fernandina Beach Main Street, and the City of Fernandina Beach. Visitors to the Island can join local volunteers, community groups, churches, and other local organizations as we pick up litter from downtown to the beach and celebrate our positive environmental impact.

Sunday, May 11<sup>th</sup>

Celebrating Mother's Day, KNB will sponsor a walk on the Greenway for moms. Registered participants will receive a gift for mom – a live plant to take home and cupcakes from a local bakery.

Monday, May 12<sup>th</sup>

The week continues with the promotion of ecotour partner events, these include Kayak paddles, Pedego Electric Bicycles, Boat tours, naturalist hikes, an expanded speaker series, and yoga (Bend and Brew, Goat Yoga, or yoga on the beach).

The week's activities may include a trolley tour of the accredited arboretum in the program Gardens of Amelia and a local plant tour to learn about corrugated cardboard or paper, how these products support the local economy, and why recycling is important.

Tuesday, May 13<sup>th</sup>

The popular Wild Nite Nature Presentation speaker series ends its season of presentations at 7 pm. Free and open to visitors, Wild Nite provides an expert speaker presentation on a topic related to the local environment of Nassau County under our tagline, Protecting our natural environment through education. For example, a presentation by the local Audubon Chapter on the 2025 Critter of the Year, Roseate Spoonbill, and the impact of litter and debris on nesting shorebirds.

Wednesday, May 14<sup>th</sup>

Gardening is More Fun with Friends. A hands-on gardening and educational activity at an Amelia Island accredited arboretum along Simmons Road.

Friday, May 16<sup>th</sup>

Cocktails for the Gardens. A tent party on the grounds of the Atlantic Recreation Center. The Party will include a silent auction, music, heavy hors-d'oeuvres, beer and wine, and a photography booth. Participants may purchase trees and native pollinator plants for installation on their private property.

Saturday, May 17<sup>th</sup>

The main event - the Eco-Expo! In 2025, its 16th year we expect more than 3,000 people will attend the eco-expo. The line-up includes 40 exhibitors and vendors, Kids' Niche activities, wildlife exhibits including raptors, reptiles, bats, bees, domestic bunnies, and raccoons, live music, food trucks, a nature passport program for children, and Wild Storytime with reading and activity book giveaways for children.

**Logistics Outline** - Provide a logistics outline (including but not limited to location/site plan, parking/shuttle and traffic plan, security plan, sanitation plan, health and safety plan, and special needs requirements) for your event/project/program.

KNB carries a suite of Insurance including General Liability Insurance with a Certificate of Insurance for events hosted by KNB.

Events scheduled across 9 days ending on Saturday of the third full weekend in May allow for adequate parking at and around the Main Beach Greenspace on the day of the Eco-Expo, the most popular event of the WANF.

Security will be contracted with local law enforcement according to the City of Fernandina Beach guidelines for use of alcohol during events, and overnight security of items left on property Friday May 16.

PortaPotty will be set up during the EcoExpo, May 17 for use by event attendees.

During all events, KNB will ask partners, vendors, and exhibitors to make their best effort to support a clean and green event by reducing or eliminating the use of single-use plastic bottled water, beverages served in single-use plastic, and the use of single-use plastic bags. KNB will encourage participants to use the on-site recycling containers and help ensure disposal options are available during hosted events. KNB plans to promote the use of aluminum as an infinitely recyclable alternative to single-use plastic bottles and cups.

Ecotour partners manage the logistics of their tours, including registration, parking, safety and security, sanitation, and special needs requirements. Ecotour partners are well-known, established businesses and naturalists who have proven processes to ensure visitors and tourists have a safe, secure, and enjoyable experience. Ecotour partners include Pedego Electric Bike Tours, Amelia River Cruises, and Kayak tours on Lofton Creek and the Talbot Islands. Established naturalists host tours for bird watching, shark-tooth hunting, and nature walks on Egans Greenway and Ft Clinch. Yoga partners lead classes at various locations on Amelia Island and Nassau County.

**Downtown to Dunes Community Cleanup** will be in its fourth year in 2025 with former partners AICVB, FB Main Street, and KNB participating. The cleanup event begins at three locations with designated site captains and adequate parking and services to support the registered participants. Pre-registration via an online form will be promoted and available for residents, tourists, and visitors. The event is promoted on social media, the Chamber of Commerce website, the AICVB visitor site, and print media across multiple counties in GA and FL. Participants receive a popular souvenir t-shirt promoting Amelia Island/Fernandina Beach. Announcements for community recognition under the AICVB Audubon Green initiative and the FB Main Street Curb Appeal program, may be scheduled to encourage media participation and interest in the event. Site captain kits are provided by KNB to ensure disposable gloves, hand sanitizer, first aid kits, waivers, sunscreen, bug spray, litter pickers, and litter collection bags are utilized by participants. A litter disposal plan is confirmed with the City of Fernandina Beach and managed by KNB volunteers. Sanitation and comfort stations are available to all participants at site captain sites.

Eco-Expo will be in its 16<sup>th</sup> year. Estimating more than 3,000 visitors during the 6-hour event, scheduled 10 am – 4 pm. Large tents and contracted exhibitor tents will be delivered and set up on Friday, May 16. Exhibitors, vendors, wildlife exhibits, the band, and the festival's water hydration station will be set up between 8 am – 9:30 am Saturday, May 17. Food trucks will arrive mid-morning. The parking spaces in the lots surrounding the greenspace will be left open for Eco-Expo visitors, with additional parking available streetside, and along adjacent roadways. Hand Sanitizer will be available at visible stations. Restrooms are available and porta potty will be contracted. Trash and recycling bins will be available. Access to the greenspace is ADA accessible.

Exhibitors, Kids Niche, band, food trucks, waste and litter, recycling, banners, etc.. to be removed after the close of the Eco-Expo on Saturday, May 17.

**Promotional and Marketing Activities** - Describe in detail how the special event/project/program sponsorship funds will be used including media plan with advertising schedule; public relations activities; proposed creative materials (including but not limited to display ads, banner ads, websites, flyers, posters); promotional activities to support the event/project/program and the related expense budgets for the marketing activities.

Sponsorship funds are needed to support the marketing activities required to reach tourists and visitors who may participate in one or more activities during the 9 days of the 2025 WANF.

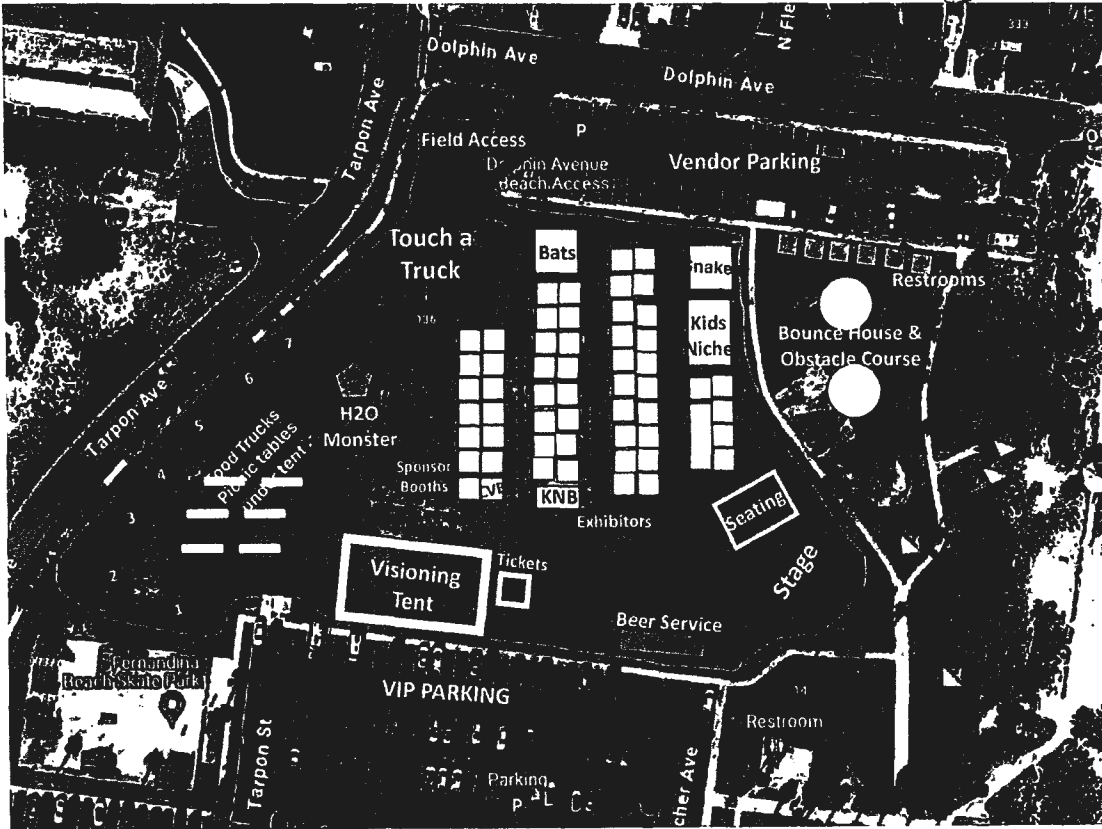
The media plan includes:

- A package of print and electronic advertisements will be distributed through the CNI-affiliated newspapers in the NE Florida region, including Nassau County, Columbia County, Putnam County, Duval County, and Camden County, GA.
- 16,000 8-page programs to be distributed to News-Leader and Nassau County Record in Nassau County, FL, and the Tribune and Georgian in Camden County, FL.
- 1,000 8-page programs to be distributed to Destination Services and as Concierge outreach through local hotels and resorts in Nassau County.
- News Releases, live-streaming, and video to television stations, Jacksonville Magazine, and Folio. Include the PEG Channel (City of Fernandina Beach), and local hotel in-room video feed content.
- News Release issued for distribution within and beyond the Nassau County, FL immediate market.

Creative materials include display ads, videos, table toppers, flyers, and posters for area restaurants and businesses. Website content and Social media posts using Facebook Ads.



2024 in partnership w/ Nassau County Bicentennial



Wild Amelia Nature Festival |  
Opening of the Beaches  
May 18, 2024 – Main Beach Park

Wild Amelia Nature Festival  
Exhibitors - including kid's hands-on  
niche (20x40) & sponsor booths for  
Bicentennial

Touch-a-Truck area including FWC

Visioning Tent (40x70)

Beer Serving Area with low tables &  
chairs (from Friday event)

Bounce House & Obstacle Course

Food Trucks (7) & picnic tables

Water Monster

Stage – 3 bands; Emcee; Speakers  
(10a-12p; 12p-2p; 2p-4p)

Portable Restrooms near Dolphin  
Parking Lot (Regular, ADA units &  
handwashing)

Wet Area – entire field fenced in  
(within sidewalks) with opening for  
Visioning Tent entrance & pass  
through to Bounce Houses

AICVB as a historical sponsor of the WANF has provided public relations contacts, distribution, and promotion on AICVB sites. We plan that continue in 2025. KNB will work with AICVB to provide content as needed for materials.

Networking partners for the promotion of the event include

- Keep America Beautiful event and volunteer-focused calendar of events and affiliate network for national coverage.
- Keep Florida Beautiful Affiliates Network for promotion of the event within the State of Florida.
- UF/IFAS Master Naturalists, Nassau Conservation Network, and Northeast Florida Conservation Groups (NEFCON) for promotion of the event to environmental groups and interested individuals in the State of Florida.
- Google Business, Eventbrite, and AllEvents for promotion across their platform of subscribers.
- Nassau County Chamber of Commerce, NextDoor, and social media targeted groups to raise awareness among tourists and visitors.

The expense budget for Marketing and promotion is shown in the Event Budget:

Event Revenue

Event Revenue	
Source	Amount
Fundraising Ticket - donations	7,000.00
Merchandise Sales	934.00
Sponsorships	3,950.00
Inkind	5,970.00
<del>AICVB Grant</del> TDC Sponsorship	15,000.00
Grant writing	7,031.00
non-restricted donations	4,275.00
<b>Total</b>	<b>44,160.00</b>
Event Expenses	
Advertising	5,000.00
Insurance	1,400.00
Contracted Services (Animal Exhibits, Band, Bartending, speakers)	7,531.00
Operating Cost (tents, tables, stage, porta potty, waste collection, fencing, venue)	21,534.00
Operating Cost event (volunteer supplies, supplies, trolley rental, uhaul rental, passport prize)	7,295.00
Safety and Security, misc City fees for tents	1,400.00
<b>Total</b>	<b>44,160.00</b>

Fun/Wild Areas  
Primary  
Tractor/Tractor Pull



Touch a Truck



Fla. Sea Conservancy



Nassau County  
Seahawks



Sponsor  
Booths

Nassau Pride Basketball	Suburban of Ocala/Lees
New Atlantic Bowlers	Academy Golf Carts
Nassau County Veterans Society	CVB - Convention and Visitors Bureau

The Rattlesnake  
Conservancy



* Florida Island Innkeepers	* America's Tent Conservancy
Florida State Wildlife Fundations	Sea Chapter Florida Fundations
Asphalt America	Fla. Master Naturalist Program
Seaside's Beach Rescue	Seach Juni
All Sea Turtle Watch	Turtle Survival Alliance
Sierra Club	Fish & Game
Coastal Nassau	St. Augustine Aquarium
Amelia Island Sea	Timucuan Parks Foundation
<b>KNB &amp; Boat Encounters Air Angels</b>	

Tomball Tule  
Sensory



Inflatable  
manatee



Save the Manatee Club	
TSA & FDPA A. Jones	Ray, Rife Whale Foundation
Florida Island Beach Innkeepers	Friends of Fl. Coastal State Pk
Florida Poison Control	Nassau Humane Society
Osceola Angels	St. Johns River Water Mgt. Dist.
Whisper Tales	Friends of Tomball Island State Pk
Nassau's Native Fl. Fishers	St. Johns Estuary Nassau Co.
Fish Fashions	Florida Fishes Society
City of Tomball Beach	

Oxfordshire Swamp  
Park & Adventure



Florida Coastal Innkeepers	Sea Park
Tomball Island State Park	<b>K I D S  N I C H E</b>
Osceola Humane Society	
City of Tomball Beach	
Tomball Forest Service	

★ Electricity requested

