



Celebrating Active Adults,
Healthy Living &
the Florida Lifestyle



LIVE. SHOP. PLAY. FLORIDA

Presented by Coalesce Marketing Group, LLC.

A NEW FLORIDA TRADITION BEGINS HERE



The Florida Lifestyle Expo will showcase the very best of the Sunshine State while creating meaningful partnerships, memorable experiences, and lasting economic impact for our communities and sponsors.

Florida is more than a destination. It is a way of life!

The Florida Lifestyle Expo is a signature event that celebrates everything people love about living, vacationing, and playing in the Sunshine State. Bringing together consumers, businesses, tourism partners, and community organizations, this multi-day experience will showcase the best of Florida through Outdoor Adventure and Recreation, Floribbean Cuisine, Wellness, Travel, Arts and Culture, Entertainment, and Innovation.



Florida's Premier Active Lifestyle Festival!



The Vision



The Florida Lifestyle Expo is a destination event designed to generate tourism, strengthen local businesses, showcase community assets, and enhance quality of life for residents and visitors.

By combining healthy living, outdoor recreation, culinary experiences, travel, arts and culture, and entertainment, the event becomes both an economic driver and a signature annual celebration of the Florida lifestyle right here in Manatee County.

Florida's Premier Active Lifestyle Festival!



The Opportunity

- Growing 50+ market
- Signature lifestyle event
- Opportunity to drive tourism and economic impact by creating a signature event for the newly remodeled BACC.

Why Manatee County?

Beaches, parks, sports, culinary, arts, healthcare, and convention facilities make an ideal host destination.





— The Target Audiences

Primary:

50+, Active Adults, Snowbirds, Empty Nesters, New Florida Residents.

Secondary:

35-50 Active Adults, Families, Visitors, and Vacationers.

— Tourism Impact

Year One Goal:

5,000 attendees and overnight visitors, spending across hotels, restaurants, retail, and attractions, and on-site at the Bradenton Area Convention Center.

THE EXPERIENCE



Attendees will enjoy exploring themed lifestyle areas and booths focused on the following:

- 150+ exhibitors
- Florida Living Pavilion
- Coastal Living Stage
- Outdoor Adventure Area
- Travel and Staycation Area
- Taste of Florida and Coastal Maker's Marketplaces
- Suncoast Wellness Center
- Arts and Culture Showcase
- Gulf Islands Hospitality Food and Drink Food Court



WHY SUPPORT THIS EVENT?



Florida continues to experience unprecedented growth.



- Fastest-growing states in the US.
- Thousands of new residents relocating each week
- Strong tourism, recreation, health, and outdoor industries
- Consumers seeking experiences, products, and brands that support the Florida lifestyle

The Florida Lifestyle Expo will serve as Florida's premier showcase, connecting consumers with the brands, products, destinations, services, and experiences that celebrate everything people love about living, working, and playing in the Sunshine State.

THE PERFECT PARTNERS



- Consumer Product Goods
- Tourism and Travel
- Coastal Lifestyle Brands
- Conservation Organizations, Health and Wellness
- Parks & Rec and Nature Preserves
- Camping and Hiking Goods & Services
- Art Centers and Museums
- Sports Partners

THE INAUGURAL YEAR

Be among the first to help launch Florida's newest signature event. Inaugural participants will benefit from elevated exposure, special recognition, and early branding opportunities designed to maximize visibility during the Expo's debut year.

Benefits can include:

- Customized Sponsor Packages
- Category Exclusivity
- Naming Rights Opportunities
- First Right of Renewal
- Integrated Marketing Campaign
- Media Exposure
- Experiential Brand Activation
- VIP Hospitality
- Social Media Integration
- Speaking Opportunities
- Press Recognition
- Branded Expo Areas

. . . and so much more!



INITIAL MARKETING STRATEGY

Local and regional marketing approach utilizing Integrated media, TV, Radio, Print, Digital, Social Media, PR, Web, and Email campaigns.

Television – local news, interviews, on-site exposure, website advertising.

Radio – a combination of local as well as streaming.

Print – will include local and regional publications.

Digital Marketing – targeted display approach with segmented audience profiles.

Social Media – standard social platforms plus video components and targeted vendor posts.

Public Relations – periodic press releases announcing founder partners, booking and campaign successes, and general event information.

Dedicated Website – includes both sponsor and vendor info as well as consumer info.

Email Campaigns – coordinated through media partners for additional outreach.



CUSTOM PARTNERSHIP OPPORTUNITIES

Founding partners and some sponsor levels receive the opportunity to create customized activations that align with the brand objectives.

Examples include:

- Naming rights on one of the Expo Villages
- Interactive experiences
- Entertainment and Speaking Opportunities
- Wellness Zone Area Sponsors
- Coastal Living Stage Sponsor
- Outdoor Adventure Areas
- Activation Areas both inside and outdoors
- Art and Culture Showcase Area

Our goal is not simply to place your logo at the Expo.

We want to create meaningful experiences that connect your brand with thousands of engaged consumers while generating measurable marketing value, increasing brand engagement, and boosting sales and exposure.



FOUNDING PARTNER BENEFITS



Brand Visibility

- Official designation as a founding partner
- Category exclusivity (where applicable)
- Prominent logo placement on event marketing materials
- Recognition in sponsor listings
- First right of renewal for future expos

Marketing And Public Relations

- Inclusion in television advertising
- Inclusion in radio advertising campaigns
- Recognition in official press releases announcing the expo
- Opportunity to participate in media interviews and press events
- Brand inclusion during television news coverage opportunities
- Mention in media advisories and promotional announcements

Digital Marketing & Social Media

- Logo and hyperlink on the expo website
- Dedicated partner profile page
- Inclusion in expo email marketing campaigns
- Social media announcements across all expo platforms
- Sponsored posts highlighting your partnership
- Collaborative giveaways and promotional campaign opportunities
- Inclusion in countdown campaigns leading to the expo

On-Site Branding

- Premium logo placement on entrance signage
- Inclusion on directional signage
- Branding on expo maps and printed guides
- Inclusion in digital signage throughout the venue
- Stage recognition and video board placements
- Opportunity for custom branded activation areas

Exhibit & Activation

- Premium exhibit space in a high-traffic location
- Opportunity to create an immersive branded experience
- Product demonstrations
- Lead generation opportunities
- Opportunity to host educational presentations or demonstrations

VIP Hospitality

- Access to the exclusive founders lounge
- VIP hospitality admission passes
- Reserved parking
- Access to VIP hospitality area for clients and guests
- Complimentary food and beverage service within VIP areas

Tickets & Guest Hospitality

- Complimentary expo admission tickets
- VIP weekend passes
- Invitations to the VIP preview reception
- Invitations to sponsor appreciation events
- Discounted employee ticket packages
- Client entertainment opportunities

Community & Business Engagement

- Networking with civic leaders and business executives
- Recognition during opening ceremonies
- Participation in community outreach initiatives
- Opportunity to support charitable components of the expo

Investment: \$50,000*

*Discounts for multi-year agreements

ADDITIONAL SPONSOR OPPORTUNITIES



	Zone Sponsor	Enthusiast	Supporter	Toe Dipper
	\$25,000	\$10,000	\$5,000	\$2,500
BRANDING EXPOSURE				
Booth Signage	●	●	●	●
TV Advertising	●			
Website Inclusion	●	●	●	●
Social Media Advertising	●	●	●	●
Press Inclusion	●			
CUSTOMER ACQUISITION				
Booth	●	●	●	●
Event Signage	●	●	●	
Lead Generation Opportunities	●			
IMPACT				
Access to Exclusive Sponsor Events	●			
First Right of Refusal for Renewal	●	●	●	●
Brand Exclusivity	●			
EVENT PRESENCE				
Naming Rights	●			
Main Stage Branding	●			
Presentation Opportunities	●	●	●	●
VIP Lounge	●	●		
Admission Tickets	●	●		

Our vision is simple.

To create Florida's premier annual lifestyle event that will generate significant economic impact, celebrate Florida businesses, and create unforgettable experiences for residents and visitors alike.

Be a part of a new Florida Tradition right from the beginning.



Together We Can Build Something Extraordinary



Day Armelli, Founder & Chief Lifestyle Activist
440 479-1855 - day@floridalifestyleexpo.com
www.floridalifestyleexpo.com