

MEDIA KIT

FIFTH ANNUAL

WINTER PARK
Bridal
STROLL

TIME
TO
STROLL

02-08-15

NOON – 4:00 PM

PHOTO COURTESY OF:



Who puts it together?

The event was the brainchild of Maureen Hall Stationery who partnered with Michele Butler Events to help bring it to reality.

How long has it been around?

2015 will be the fifth annual event and we think the best yet. There are many changes coming to the event this year.

What is it?

Couples and their families are encouraged to stroll Park Avenue and surrounding areas tasting food and drink and enjoying intimate experiences with the wedding vendors involved.

Who are the couples?

We are striving to bring discerning qualified clients. The brides are your mid to high-range brides who are looking to set their wedding apart. We will be finding our brides this year by using high end property, company and vendor lead lists.

Who are the vendors involved?

The best of the best that Orlando and surrounding areas offer.

How do you decide who can be involved in the show?

We are making these decisions based on experiences with the various vendors as well as researching who they are and what they stand for. We will only select those vendors which we feel bring that special something to the event.

Do you need to be a registered vendor to be showcased in the swag bag?

Yes. Promotional materials and giveaways in the swag bags are reserved for registered vendors only. "Swag Bag" level sponsorship is in reference to sponsors willing to pay for the actual swag bags given to participants.

How will check-in be handled?

Check-in this year will be at The Alford Inn. Each person will come to receive their bag, program including map and bridal button.

What are the deadlines for this year?

All payments, logos and applicable advertisements must be submitted by December 15th.

What size and format should my ad and/or logo be?

Please ensure your logo is high resolution with transparent background. PNG or GIF at 800px X 800px or larger is acceptable, but vector eps, ai, or pdf is preferred. The design specs for ads are in this guideline. High res PDF or JPEG of final artwork is preferred.

Where will leads come from?

Our partnerships with high end venues and brands along with each vendor participant sending out to their lead lists.

Where will we advertise the show?

We will be advertising in Central Florida Celebrations Magazine and will also be launching social media marketing ad campaigns and promoted posts across social network fronts such as Facebook and Twitter and also have a fabulously designed website.

How will people find their way?

We will provide detailed maps with specific addresses to ensure that each venue and participant is easy to find.

What is the flow of the day?

It is a flexible flow but we will have one grand event, a fashion show.

What is the size of my booth?

Your space at the event will be roughly 10x10 and will not have dividers between vendors. If you wanted to define your space more thoroughly, you are more than welcome to bring your own product to do what you will. In the past, we have instances where multiple, registered vendors combine their individual booths side-by-side, creating a partnered/collaborative booth design. For example a wedding planner in between a baker and florist and they all have one cohesive design. They will just have to make arrangements with us when we assign booths.

The only exception we might make is if you are the owner of both companies. Please email us at michele@michelebutlerevents.com for additional questions.

ALL REFERENCED IMAGES AND ART ARE ENCLOSED IN ZIP FILE THAT ACCOMPANIES THIS DOCUMENT.



LOGO

AVAILABLE IN PNG, JPEG, AND EPS (STANDARD AND REVERSE).

ONLINE



FACEBOOK COVER IMAGE



BANNER ADS



SAMPLE PROMOTED POSTS

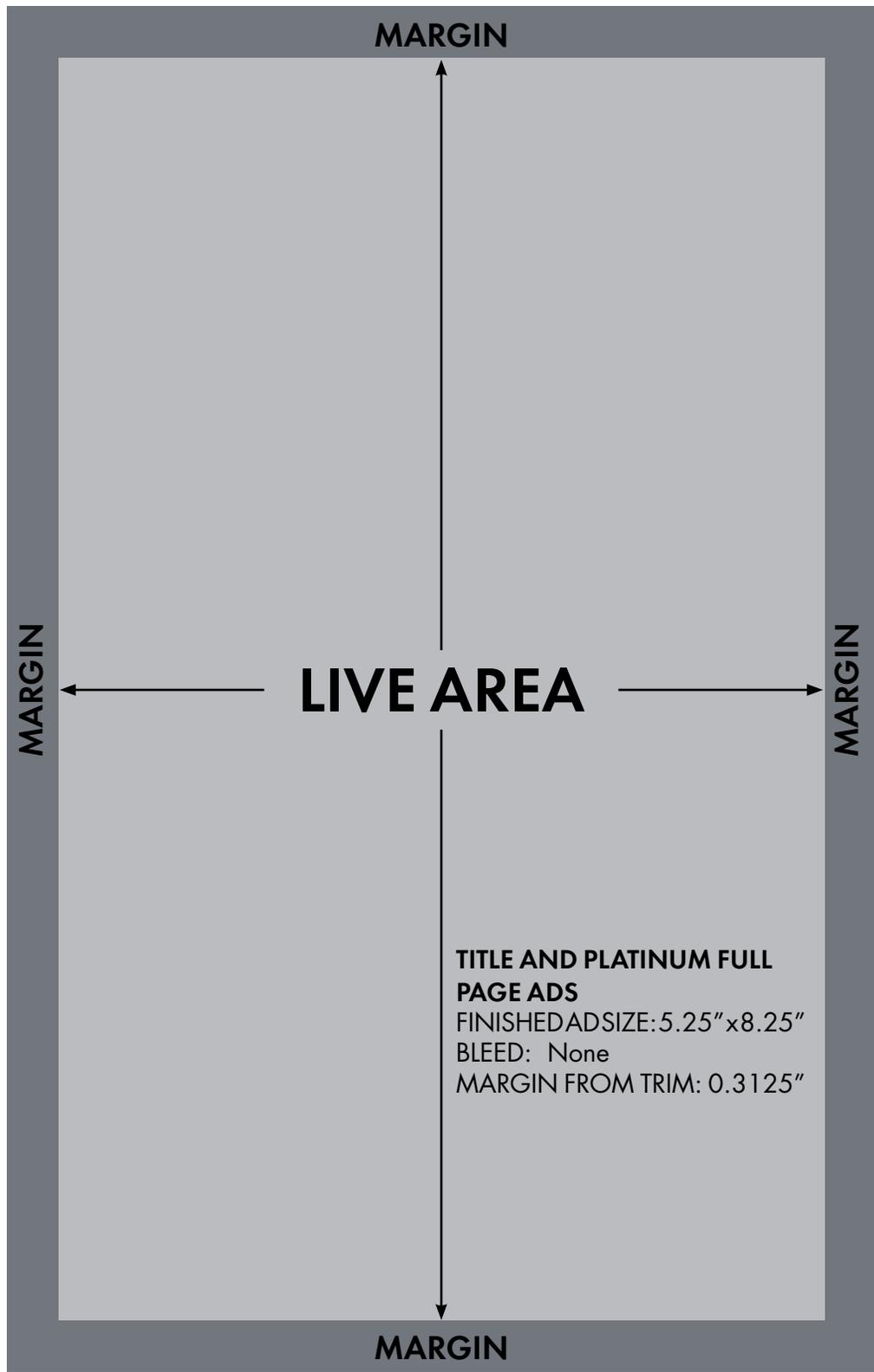
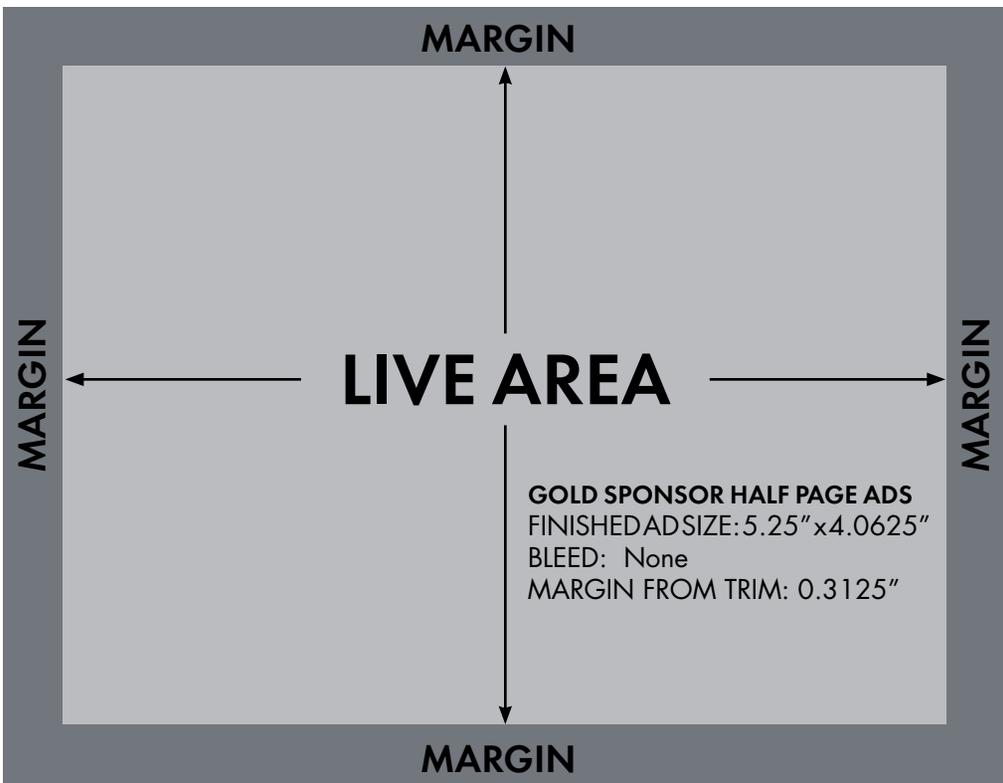
IN PRINT



PRINT ADS WILL BE TAKEN OUT IN VARIOUS PUBLICATIONS.



POSTER AND FLYERS TO BE DISTRIBUTED AT PARTICIPATING VENDORS' LOCATIONS



AD SPECS

Gold sponsors are entitled to a half page ad. Platinum and Title Sponsors are entitled to a full page ad.

DESCRIPTION FOR EMAIL BLASTS AND SOCIAL MEDIA

Stroll through Winter Park and meet Central Florida's top wedding vendors. Envision your big day as they present food and cake tastings, exquisite decor displays, live entertainment, fashion show and more. All attendees must visit our central check-in location at The Alford Inn before strolling to our other venues.

Tickets available in advance or at the door:

Advanced Sales: \$15/single ticket or \$25/pair of tickets

Day of: \$20/single ticket or \$30/pair of tickets

Title Sponsors

Michele Butler Events

Maureen H. Hall Stationery & Invitations

FGF Catering

It Works Global

Lee Forrest Design

Orlando Wedding & Party Rentals

Platinum Sponsors

Arthur's Catering

Cake Studio

The Club at Bella Collina

Damon Tucci Photography

The Event Sourc

Kessler Collection

Plan It Event Design

Victoria Angela

Weddings Unique

TWITTER LENGTH VERSION

Come join @WPBridalStroll at The Alford Inn on 02/08/15 and meet Central Florida's top wedding vendors. <http://bit.ly/1gCCuY> #2015wpstroll

FOR MORE INFORMATION

GENERAL INQUIRIES

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MARKETING / DESIGN INQUIRIES

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ONLINE

winterparkbridalstroll.com

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twitter.com/wpbridalstroll