

# REACHING OUT & GIVING BACK

Who is this energetic group and how can your business benefit from partnering with the non-profit organizations of the Hernando de Soto Historical Society and the Conquistador Historical Foundation? We are certain, that together, we can provide your business with premiere exposure to your target audience while giving back to the community.



Conquistador  
Historical  
Foundation



# OUR MISSION

The Hernando de Soto Historical Society brings together a remarkable collection of committed volunteers representing a diverse cross-section of the community. More than 20 committees contribute hundreds of hours toward planning and producing events, many of which have received regional and national recognition. Our fundraising efforts redistribute over \$50,000 annually back into the community and our events generate an estimated 3 million dollars of economic stimulus to Manatee County.

## FUNDRAISING BENEFICIARIES

Adopt-A-Family

American Cancer Society

Beds for Kids

Big Brothers and Big Sisters

Boys and Girls Clubs

Blue Knights Law Enforcement

Bradenton Blue Foundation

Community Haven

Dive Into Reading

Early Learning Coalition

Emergency Services Memorial Fund

Feeding Empty Little Tummys

Kiwanis Kids Against Hunger

Manatee ARC

Miracle League of Manasota

PACE Center for Girls

Special Olympics of Florida

The Vision Foundation

Wreaths Across America

Lighthouse for the Blind

Manasota Operation Troop Support





## HISTORY

With his 600 Conquistadors, De Soto claimed possession of La Florida on behalf of the Spanish crown and later began his lengthy exploration of what is now the southeastern United States. The Hernando de Soto Historical Society is responsible for maintaining the Sister City relationship with Barcarrota, Spain, De Soto's hometown.

In 1938, the U.S. Government-appointed Swanton Commission determined that Shaw's Point at the mouth of the Manatee River was the most likely spot for the Spanish explorer to have come ashore in Florida. Just one year later, the Hernando de Soto Historical Society was formed to produce the first-ever De Soto Heritage Festival.



## HERITAGE

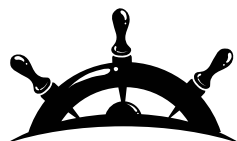
The Hernando de Soto Historical Society, Inc., is a not-for-profit, community organization (volunteer members) who celebrate the historical significance of Spanish explorer Hernando de Soto's landing near the mouth of the Manatee River in May of 1539. Since 1939, our membership includes many civic, governmental, and business leaders that serve in a variety of community-oriented roles.



## HEART

Our organization produces some of the largest entertainment events in Manatee County including the De Soto Ball, and the largest night-time parade in the Southeastern United States, the De Soto Grand Parade. Our fundraising efforts financially support our sister organization, the Conquistador Historical Foundation, which annually donates to community charities, provides educational assistance, sponsors a student exchange program with Barcarrota, Spain, Bradenton's Sister City, and funds scholarships to local students.

Our royal family goes on frequent visits to not only local schools, hospitals, nursing homes and organizations, but also across the world to educate the communities about the historical significance of De Soto's landing and introduce Manatee County as an area rich in cultural, historical, agricultural, and environmental diversity to the thousands of people they meet each year.



# DE SOTO'S AUDIENCE

- 10,000+ MONTHLY WEBSITE VIEWS
- 10,000+ ORGANIC SOCIAL MEDIA FOLLOWERS
- 200,000+ SOCIAL MEDIA ANNUAL VIEWERS
- 120,000 GRAND PARADE SPECTATORS
- 150,000 ANNUAL EVENT PARTICIPANTS
- HIGHLIGHTS IN NEWSPAPERS, RADIO & TV



# CORPORATE PARTNERS

Our Corporate Sponsorship Program provides businesses with premium advertising exposure. Your brand will be featured on a 12-month digital and print marketing campaign.

Corporate partners also receive premium complimentary access to our prestigious Festival event schedule, as well as a complimentary Grand Parade entry.

This partnership helps businesses reach a large, diverse demographic through website, social media, event signage, and email promotions. Contact a member or email [info@desotohq.com](mailto:info@desotohq.com) for custom assistance with your business's corporate sponsorship today!

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#### INCLUDED:

- Full color logo in all print and digital advertising throughout the year
- Your full company logo and link to your business on the entire De Soto website footer
- Your company name and logo in 75,000 Festival brochures distributed to local, regional, national and international audiences
- Special invitations to hospitality areas where applicable
- Stage announcements at events where applicable
- Logo on tickets where applicable
- Logo in thank you email
- 16 COMPLIMENTARY tickets to the De Soto Ball dinner and event
- COMPLIMENTARY entry in the De Soto Grand Parade

# EVENT PARTNERS

Single events partnerships are a great way to target an audience at specific times throughout the year. These sponsorships include concentrated marketing throughout all of our outlets during your chosen events with a four week time frame.

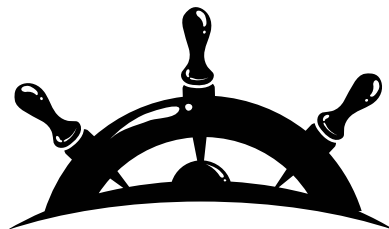
Event partnership opportunities:

- Amigos Tapas
- Beertopia
- Children's Parade
- Cornhole Tournament
- De Soto Ball
- Goats Charity Fundraising
- Grand Parade
- Poker Championship
- Queen Selection Program
- Little Anglers Fishing Derby

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#### INCLUDED:

- Full color logo in event specific digital and print collateral
- Media reference in event advertising when possible
- Complimentary admissions to the event
- Booth at event, if applicable
- Company name/logo and link to your website on the De Soto website event page
- Event specific complimentary items







**BOARD OF DIRECTORS**  
OF THE HERNANDO DE SOTO HISTORICAL SOCIETY

The board of directors oversee the daily operations of the organization and events.



**Conquistador  
Historical  
Foundation**

**BOARD OF TRUSTEES**  
OF THE CONQUISTADOR HISTORICAL FOUNDATION

The board of trustees oversee the grant writing and distribution of funds.

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