

# HERNANDO DE SOTO HISTORICAL SOCIETY

605 17th Avenue West  
Bradenton, FL 34205



941.747.1998  
info@desotohq.com

Dear Community Friend,

The Hernando De Soto Historical Society was founded to foster and facilitate an appreciation of Manatee County's Spanish-American heritage and cultural alliances through special events, community collaborations and charitable giving. Over the course of the 80 years, we have represented our community across the country and Spain during processions, festivals, celebrations, contests and shows.

Each year, our organization greatly depends on the generous support of local businesses like yours to fulfil our vision. As we extend this invitation to be part of our community's growth, we respectfully request your consideration for sponsorship. By becoming one of our Heritage Festival Event Partners or a Corporate Partner, your sponsorship will not only help support our community but also provide your business with valuable visibility and recognition. We kindly request your sponsorship to make our mission a reality and enhance your brand's exposure through our exciting partnership opportunities.

Over the last 20 years, our foundation has contributed nearly \$800,000 to our local community through grants, scholarships, and a student ambassador program. These contributions would not be possible without the support from supporters like yourself. Thank you in advance for considering this opportunity to partner with our organization in our local mission.

If you have any queries regarding our organization, or the events, please feel free to contact us at info@desotohq.com.

Sincerely,



Gus Sokos  
Executive Director  
Hernando De Soto Historical Society

# HERITAGE FESTIVAL - CHILDREN'S PARADE



**FRIDAY,  
MARCH 29, 2024**  
SUTTON PARK  
PALMETTO

One of the most adorable and heart-warming events you'll ever see. Food, fun and many activities for children, including games after the parade ends at the "Party in the Park" in Sutton and Lamb Parks. A day full of excitement and big smiles not to be missed!

	PLATINUM	GOLD	SILVER	BRONZE
EVENT WEBSITE PRESENCE	•	•	•	•
EVENT SOCIAL MEDIA POSTS	•	•	•	
BALL TICKETS *event only	8	6	2	
DINNER & BALL TICKETS	8	4		
QUEEN SELECTION PROGRAM TICKETS	8	2		
DIGNITARY RECEPTION TICKETS	2	2		
LOGO ON EVENT DISPLAY	•	NAME		
LOGO ON EVENT PRINT MARKETING	•			
LOGO ON EVENT DIGITAL MARKETING	•			
LOGO IN EVENT THANK YOU EMAIL	•			
	\$5,000	\$3,000	\$1,500	\$500



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**PHONE**  
941-747-1998

**HOURS**  
Monday-Thursday:  
9am - 5pm

**WEBSITE**  
www.desotohq.com



# HERITAGE FESTIVAL - QUEEN SELECTION PROGRAM



WEDNESDAY,  
APRIL 24, 2024  
BRADENTON AREA  
CONVENTION CENTER

The Queen's Selection Program is a night you want to bring the whole family to! Watch, as these amazing, young ladies of the Queen's Court model a variety of styles and answer on stage questions. There will be music, entertainment, special guests, and the crowning of our little Conquistadorables.

	PLATINUM	GOLD	SILVER	BRONZE
EVENT WEBSITE PRESENCE	•	•	•	•
STAGE ANNOUNCEMENT	•	•	•	
EVENT SOCIAL MEDIA POSTS	•	•	LOGO	
BALL TICKETS *event only	8	4		
DINNER & BALL TICKETS	8	4		
QUEEN SELECTION PROGRAM TICKETS	12	8		
DIGNITARY RECEPTION TICKETS	2	2		
LOGO ON EVENT DISPLAY	•	NAME		
LOGO ON EVENT PRINT MARKETING	•			
LOGO ON EVENT DIGITAL MARKETING	•			
LOGO IN EVENT THANK YOU EMAIL	•			
	\$5,000	\$2,500	\$750	\$250



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# HERITAGE FESTIVAL - DIGNITARY RECEPTION



**THURSDAY,  
APRIL 25, 2024  
BRADENTON AREA  
CONVENTION CENTER**

The Dignitary Reception is a grand event that attracts guests from all over the world. As part of the annual De Soto Heritage Festival, this private gathering serves as a platform for old friends to reunite and new friendships to be formed. The guests are treated to De Soto's renowned warm hospitality, complemented by a delightful dinner and an open bar, ensuring a memorable evening for all.

	PLATNUM	GOLD	SILVER	BRONZE
EVENT WEBSITE PRESENCE	•	•	•	•
STAGE ANNOUNCEMENT	•	•	•	
EVENT SOCIAL MEDIA POSTS	•	•	•	
BALL TICKETS *event only	8	4		
DINNER & BALL TICKETS	8	4		
QUEEN SELECTION PROGRAM TICKETS	8	4		
DIGNITARY RECEPTION TICKETS	6	2		
LOGO ON EVENT DISPLAY	•	NAME		
LOGO ON EVENT PRINT MARKETING	•			
LOGO ON EVENT DIGITAL MARKETING	•			
LOGO IN EVENT THANKYOU EMAIL	•			
	\$5,000	\$2,500	\$1000	\$500



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# HERITAGE FESTIVAL - DE SOTO BALL



**FRIDAY,  
APRIL 26, 2024  
BRADENTON AREA  
CONVENTION CENTER**

An elegant, black-tie, evening where we crown a Queen and invest the newest Hernando de Soto in grand style with pomp and circumstance. Come join De Soto's new Crewe for dancing, fun, and entertainment lasting throughout the night. This glittering affair has been one of Manatee County's most prestigious social events for nearly 85 years.

	DIAMOND EVENT	PLATINUM ENTERTAINMENT	GOLD DECOR	SILVER VIDEO	BRONZE TABLE
EVENT WEBSITE PRESENCE	•	•	•	•	•
STAGE ANNOUNCEMENT	•	•	•	•	•
EVENT SOCIAL MEDIA POSTS	•	•	•	•	•
BALL TICKETS *event only	8	8	4		
DINNER & BALL TICKETS	16	12	8	8	8
QUEEN SELECTION PROGRAM TICKETS	10	8			
DIGNITARY RECEPTION TICKETS	4	2			
BALL AFTER PARTY TICKETS	6	4			
LOGO ON EVENT DISPLAY	Large Logo	Medium Logo	Medium Logo	Name	
LOGO ON EVENT PRINT MARKETING	•				
LOGO ON EVENT DIGITAL MARKETING	•				
LOGO IN EVENT THANK YOU EMAIL	•				
	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$4,000</b>	<b>\$3,000</b>	<b>\$2,500</b>



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# HERITAGE FESTIVAL - GRAND PARADE



**SATURDAY,  
APRIL 27, 2024  
STARTS AT 7PM  
MANATEE AVENUE**

With over 150 entries, the De Soto Grand Parade is one of the largest and oldest parades in the Southeastern United States. Over 100,000 people line the streets of Bradenton to view the illuminated floats and catch a glimpse of our new Hernando de Soto, Captain of the Crewe and their newly crowned Queen and Princess. Beads, coins and other fun items are handed to the crowd throughout the night. The Parade steps off at 7:00 pm from Manatee High School, so get there early to get the best possible view.

	PLATINUM	GOLD	SILVER	BRONZE
EVENT SOCIAL MEDIA POSTS	•	•	•	•
LOGO ON EVENT BANNER	•	•	•	
LOGO ON PRINT MARKETING	•	•		
LOGO ON EVENT DIGITAL MARKETING	•	•		
EVENT WEBSITE PRESENCE	LOGO	NAME		
QUEEN SELECTION PROGRAM TICKETS	10	8		
DIGNITARY RECEPTION TICKETS	4	2		
DE SOTO BALL TICKETS *event only	8	4		
DINNER & BALL TICKETS	8	4		
AFTER PARADE PARTY TICKETS	20	8		
EVENT SPECIFIC VIP OPPORTUNITIES	•			
TV AD PRESENCE	•			
ANNUAL WEBSITE PRESENCE	•			
ONE PARADE ENTRY	•			
LOGO ON EVENT THANK YOU EMAIL	•			
	\$10,000	\$5,000	\$750	\$250



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Hernando  
**De Soto**  
Historical Society



*2023-24 Calendar of Events*

- 08/05/2023 Bingo Bonanza*
- 09/30/2023 Main Street Putt-Putt*
- 10/20/2023 Charity Golf Tournament*
- 12/09/2023 Cornhole Tournament*
- 01/01/2024 Goat Charity Fundraising*
- 01/18/2024 Applicant Social*
- 01/21/2024 Amigos Tapas*
- 02/16-17/2024 River Regatta*
- 03/29/2024 Children's Parade*  
*Party in the Park*
- 03/31/2024 Easter Sunrise Service*
- 04/20/2024 City Capture*
- 04/24/2024 Queen Selection Program*
- 04/25/2024 Dignitary Reception*
- 04/26/2024 Coronation Ball*
- 04/27/2024 Grand Parade*  
*The After Party*

