

2024 ADVERTISING GUIDE



WHY AVALON PARK

- A-Rated Schools with Approximately 10,000 Student Stations
- Over 150 Businesses located in the Downtown
- 25 Minutes to Orlando International Airport & 15 Minutes to Medical City
- Anchor Tenants: Subway, Pizza Hut, 711, CVS, Publix

Demographics & Location

Population

- 1 Mile Radius: 10,666
- 3 Mile Radius: 42,645
- 5 Mile Radius: 108,040

Population with College Education

- 1 Mile Radius: 41.92%
- 3 Mile Radius: 38.51%
- 5 Mile Radius: 27.88%

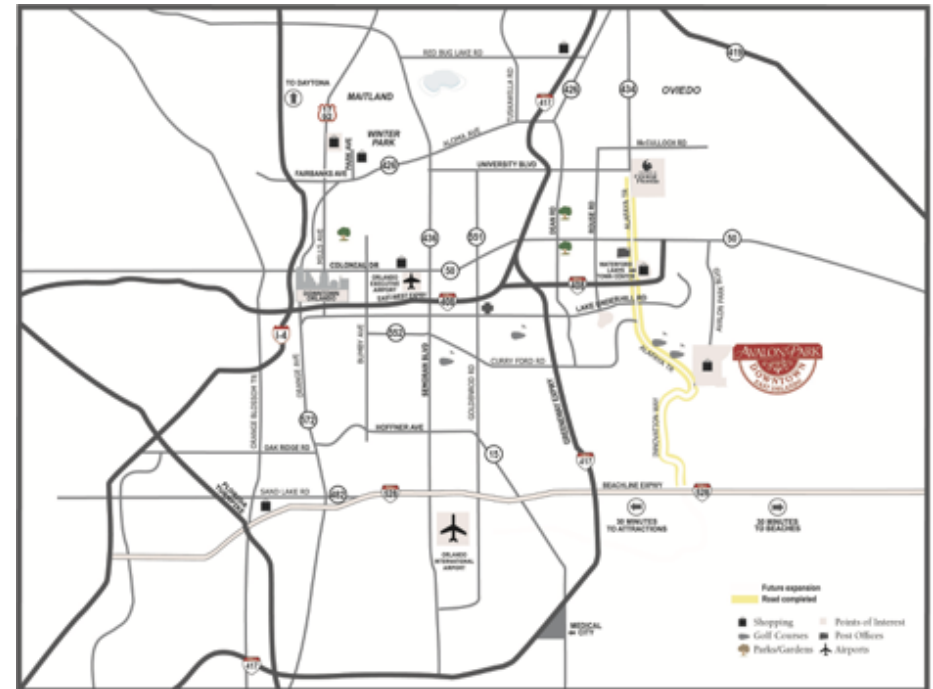
Households

- 1 Mile Radius: 3,599
- 3 Mile Radius: 13,687
- 5 Mile Radius: 35,869

Average Household Income

- 1 Mile Radius: \$123,742
- 3 Mile Radius: \$128,689
- 5 Mile Radius: \$109,058

*Source: 2024 Claritas, LLC.



COMMUNITY EVENTS

Downtown Avalon Park hosts large community festivals each year with both vendor and sponsorship opportunities.

Absolutely Avalon: April 13, 2024

Fourth of July: July 4, 2024

Oktoberfest: October 11-12, 2024

Spooktacular: October 26, 2024

Fall Craft Fair: November 9, 2024

Avalon Aglow: December 7, 2024

NYE: December 31, 2024

Please email Marketing@AvalonParkGroup.com if you would like to become a vendor & we will send you the link to sign-up. You can also visit AvalonParkOrlando.com to find all of our events.

Movie Under the Stars: 4th Fridays Monthly (September-April)

Food Truck Nights: 3rd Sundays Monthly

Night Market: Feb 8th, May 2nd, Aug. 1st

Sidewalk Sale: March 2nd, June 8th, Sept. 7th

Christmas in July: July 20, 2024

Additional Events May Be Added



COMMUNITY EVENT VENDOR FEES

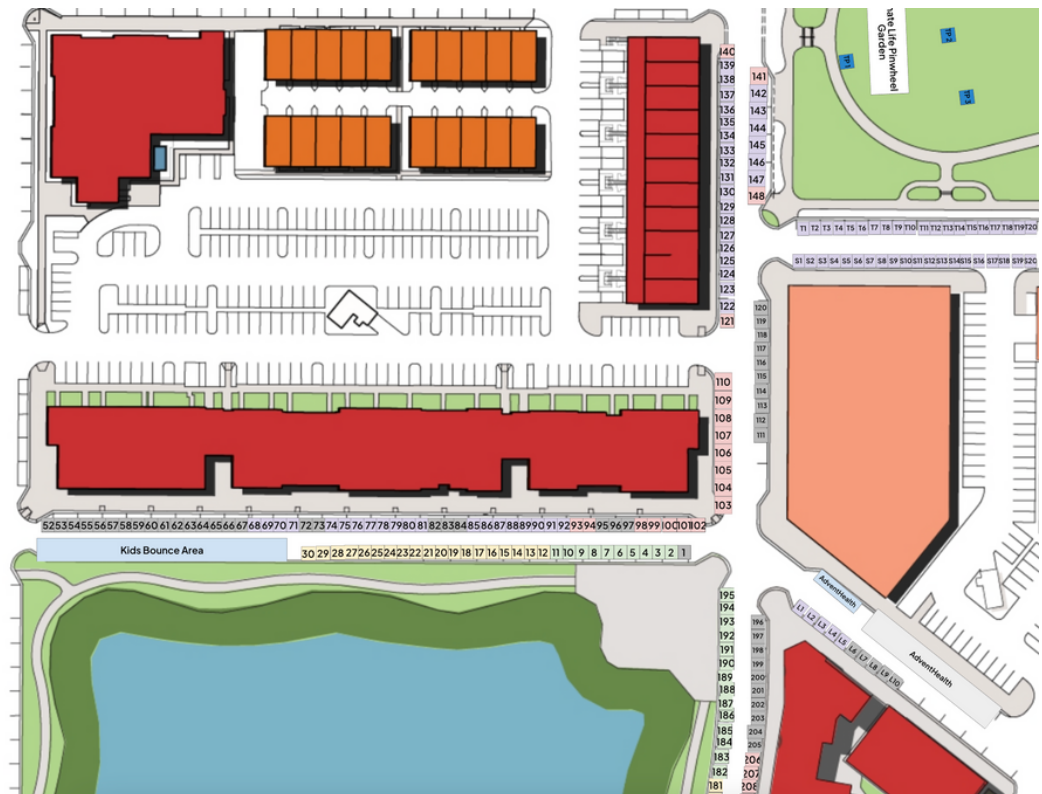
Vendor Fees for Large Festivals:

- Green - Premium Booth w/ Electric (\$125)
- Yellow - Standard Booth w/ Electric (\$105)
- Red - Premium Booth (\$75) – No Power
- Purple – Standard Booth (\$55) – No Power

Scan here to find
the vendor
registration links:



Vendor booths are 10x10 and are the location only, you will need to bring your own tables, tent, and chairs.



COMMUNITY EVENT FLYERS



AVALON PARK SUN NEWSLETTER

The Monthly Community Newspaper:

- Informative Articles
- Avalon Park Event Calendar
- School Updates
- Business Advertisements
- Community News

Distribution Includes:

- Print:
 - Full-Color Newspaper 3 Times per Year (Spring, Summer & Fall)
 - Direct mailed to 10,000 Avalon Park and East Orlando Residents
- Online:
 - E-mail: To approximately 80,000 subscribed email addresses
 - Downtown Avalon Park website link: 100,000+ impressions monthly
 - Open Rate: 9.81%
 - Click-Thru Rate: 21.1%



Please email Marketing@AvalonParkGroup.com for all inquiries or questions about submitting advertisements or articles in the Avalon Park Sun.

AVALON PARK SUN NEWSLETTER

Inside Spread Examples:

LEARN

TCHS Robotics Team Champs: Team Bangarang

Tournament Champions for the 2nd time in a row this year! The Team B and Team F alliance is on fire. They won this Saturday's tournament at Apopka High School. Team B also won the Design Award. Please help me congratulate our teams.



WE ARE HIRING

OPEN POSITIONS:

- Administrative Assistant
- Customer Service Representative
- Event Planning
- Human Resources
- Marketing Coordinator
- Office Manager
- Sales Representative
- Training Coordinator

GREAT BENEFITS INCLUDING:

- Health Insurance
- 401(k) Plan
- Paid Time Off
- Professional Development
- Employee Discounts
- Life Insurance
- Volunteer Opportunities

SEND YOUR RESUME TO: careers@avalonpark.org

avalon driving school

Phone: (306) 516-4170

WWW.AVALONDIVING.COM

BEST DRIVING SCHOOL IN ORLANDO

Sunday, December 10th | 4-7pm

AVALON PARK

Wine Tasting Class: Artisan Wines

Ribera del Duero

Wine Tasting Master Class by Winemaker

Dinner paired with the wines of the class - All wines included

General Admission = \$65

WORK

The 5th Floor

Don't Let Your Business Freeze!

Join The 5th Floor Today & See All of Our Offerings.



Also Offering Virtual Offices | Hot Desks | Event & Meeting Space

Call today 407-730-3493 or email us at info@the5thfloor.com for more information.

the5thfloororlando.com | [@the5thfloororlando](https://www.instagram.com/the5thfloororlando)

3801 Avalon Park E Blvd., 2nd Floor, Orlando, FL 32828

White Agency

HOME AUTO LIFE BUSINESS

INSURANCE SINCE 1998

Trusted Choice

Cynthia Brown-White

Principal Agent

ph 407.219.3250

cynthia@whiteagency.com

Celebrating 25 Years

INSURANCE SINCE 1998

ARTS & CULTURE

ACC 2024 Exhibit Schedule and Themes

We're delighted to unveil the exciting lineup of special exhibits that will be showcased at our gallery throughout 2024. At the Avalon Park Arts and Culture Center, we believe in showcasing the diverse talents of artists while exploring captivating themes that inspire and resonate with our community.

JANUARY: Let's Get Wild: An Art Expose Featuring Untamed Nature

- Exhibit Dates: 01/10/24 - 01/31/24
- Artist Drop Off Date: 01/09/24
- Artist Pick Up Date: 02/07/24
- Reception Date: 1/12/24

FEBRUARY: Heart for History

- Exhibit Dates: 2/2/24 - 2/21/24
- Artist Drop Off Date: 01/31/24
- Artist Pick Up Date: 02/28/24
- Reception Date: 2/9/24

MARCH: Secret Garden

- Exhibit Dates: 3/1/24 - 3/31/24
- Artist Drop Off Date: 2/28/24
- Artist Pick Up Date: 4/3/24
- Reception Date: 3/8/24

APRIL/MAY: Absolutely Art: The Art of Your Culture

- Exhibit Dates: 4/3/24 - 5/25/24
- Artist Drop Off Date: 3/27/24
- Artist Pick Up Date: 5/31/24
- Reception Date: 4/13/24

JUNE/JULY: Eye of the Storm

- Exhibit Dates: 6/1/24 - 7/31/24
- Artist Drop Off Date: 5/29/24
- Artist Pick Up Date: 8/2/24
- Reception Date: 6/21/24

AUGUST/SEPTEMBER: Wild, Wild West

- Exhibit Dates: 8/2/24 - 9/28/24
- Artist Drop Off Date: 7/31/24
- Artist Pick Up Date: 10/2/24
- Reception Date: 8/23/24

OCTOBER: Use Your Illusion/Fantasy World

- Exhibit Dates: 10/2/24 - 10/30/24
- Artist Drop Off Date: 9/25/24
- Artist Pick Up Date: 11/1/24
- Reception Date: 10/26/24

NOVEMBER: Lights On For Children

- Exhibit Dates: 11/1/24 - 11/30/24
- Artist Drop Off Date: 10/26/24
- Artist Pick Up Date: 11/22/24
- Reception Date: 11/20/24


DECEMBER: Christmas Story

- Exhibit Dates: 11/22/24 - 12/28/24
- Artist Drop Off Date: 11/16/24
- Artist Pick Up Date: 12/19/24
- Reception Date: 12/7/24

Artists from all backgrounds and styles are invited to participate in these themed exhibits. If you're passionate about showcasing your talent, please visit our website to submit your work. Don't miss this opportunity to be part of a vibrant artistic community!

Visit <https://avalonartscenter.com/residentartists/artistrequest/> for more information and to submit your artwork.

We are looking forward to making 2024 a year filled with artistic expression and community connection!



COMMUNITY CORNER



COMMUNITY BUILDING • RESOURCE DEVELOPMENT • YOUTH AND FAMILY SERVICES

ABOUT US

The Avalon Park Foundation, Inc. is a 501(c)(3) organization created to encourage friends and neighbors to take part in positively influencing the community through service.

MISSION, VISION, VALUES

MISSION: Inspiring positive community engagement through collaborative service and events.

VISION: To be the best neighbors in the world.

CORE VALUES: Compassion, Locality, Unity, Respect, Collaboration.

STRATEGIC FOCUS

COMMUNITY SERVICE ACTIVITIES: Stepping Steps for the Neighbors, Back to School, Thanksgiving Food Drive, Community Clean Up Days.

YOUTH: Spring Park Run, Freshman 5K, Ocean Folly Rock Your Books, T-shirt Run.

GRANT/SCHOLARSHIP PROGRAM: Each year the Avalon Park Foundation awards scholarships and grants to local students and community members.

Info@AvalonParkFoundation.com | AvalonParkFoundation.org

AVALON PARK'S Neighborhood Dentist Since 2005

ELITE DENTISTRY

Dr. MARK ASHY

Expect to Smile. We treat you like family!

- Specializing in cosmetic and family dentistry
- Friendly and professional
- Specialty including headshots and TV entertainment in every room
- Relaxing spa-like atmosphere
- All ages and dental care needs are welcome

Please call to schedule your appointment.

www.EliteDentistry.com | 407.628.0105 | 13000 Avalon Lake Dr. Suite 201

Featured Sections:

Live • Learn • Work • Play • Dining • Arts & Culture • Community Corner

AVALON PARK SUN SPECS

Advertisement Specs (Digital & Print)

- Full Page.....10.5w x 16h(in).....1008w x 1536h(px)
- 1/2 Page Vertical.....5.25w x 16h(in).....504w x 1536h(px)
- 1/2 Page Horiz.....10.5w x 8h(in).....1008w x 768h(px)
- 1/4 Page.....5.25w x 8h(in).....504w x 768h(px)
- 1/8 Page.....5.25w x 4h(in).....504w x 384h(px)
- 1/16 Page.....5.25w x 2h(in).....504w x 192h(px)
- Front Page Banner...8.5w x 1.5h(in).....816w x 144h(px)*

Our Digital versions can be found here: issuu.com/avalonparkgroup

*Digital Advertisements are due the last week of each month.
Print Advertisements are due 1 month before the print date.*

**See Page 21 for Graphic Design Options.*



AVALON PARK SUN PRICING

Print Advertisement Rates

- Full Page.....\$1,650
- 1/2 Page Vertical.....\$800
- 1/2 Page Horiz.....\$800
- 1/4 Page.....\$500
- 1/8 Page.....\$300
- 1/16 Page.....\$250
- Front Page Banner...\$1,500
- Back Cover.....25% Premium

10% Discount on total cost if you run in both print editions.

**See Page 21 for Graphic Design Options.*



Digital Advertisement Rates

- Full Page.....\$800
- 1/2 Page Vertical.....\$400
- 1/2 Page Horiz.....\$400
- 1/4 Page.....\$200
- 1/8 Page.....\$100
- 1/16 Page.....\$50
- Front Page Banner...\$500
- Front Page.....\$1,000
- Back Cover.....25% Premium

Weekly E-blast Feature & Social Media Posts...\$500

**10% off for 3 inclusions
15% off for 6 inclusions
20% off for 9 inclusions
25% off for 12 inclusions**

AVALON PARK SOCIAL MEDIA



Facebook: [@AvalonParkOrlando](#)

- 21,431 Likes / 24,012 Followers

Instagram: [@AvalonParkOrlando](#)

- 10.6k Followers

YouTube: [@AvalonParkOrlando](#)

- 84 Subscribers

Pinterest: [@AvalonParkOrlando](#)

- 195 Followers / 122.1k Monthly Views

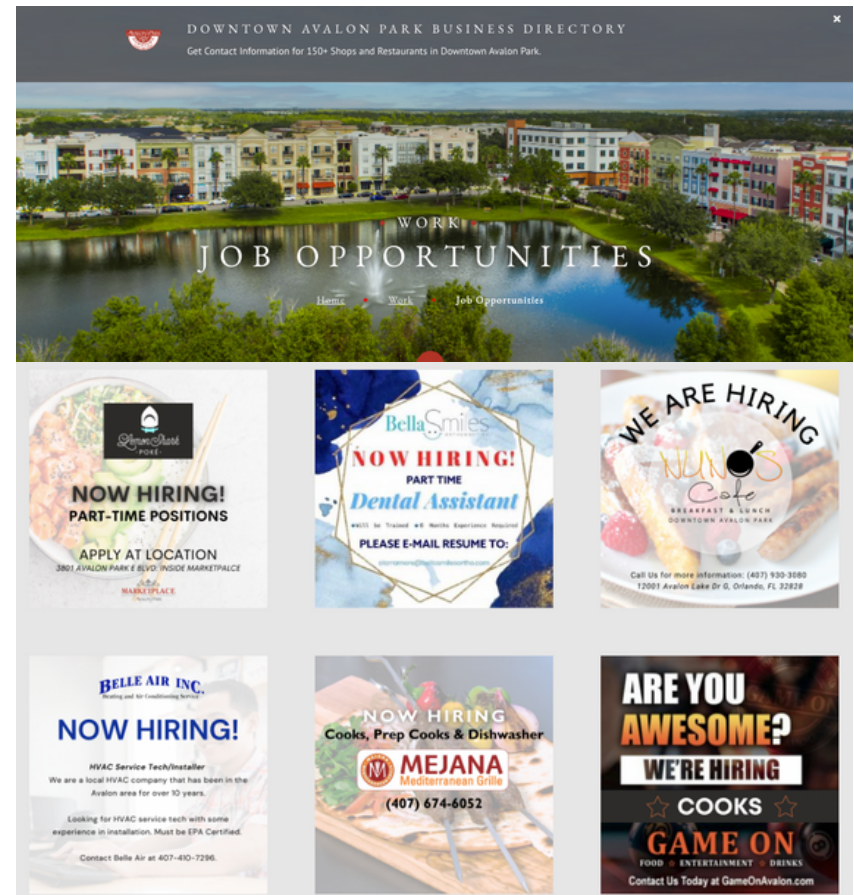
Please inquire on pricing for quantity and frequency of posts.

- Please email your content to
Marketing@AvalonParkGroup.com
- Include your image & caption that you would like posted.
- Include your social media tags.

AVALON PARK WEBSITE

Website Ads - \$100/month

- If it is a job posting, it will be posted on the Jobs Opportunity page on AvalonParkOrlando.com
- If it is a general ad, it will be posted on the Friends of Avalon Park page.
- Additional \$30 to post on APO social media accounts. Can be posted multiple times for additional charge.
- All ads can be placed in the Avalon Park Sun as well. (Details for this on previous pages)
- Banner ads also available on email eblasts.
- We can create a graphic for you at no additional charge.



FESTIVAL SPONSORSHIP

\$5,000 Title Sponsor/Festival (1 available)

- Premium Booth Placement at the Event
- Most prominent logo placement on event flyers, brochures, posters, materials, and other marketing collateral pieces, including, local schools (Approx. 10,000) and Avalon Park business window fronts
- Included in all local publicity efforts and media releases
- Logo on event day signage and banners
- Logo and link to appear on Avalon Park website and social media
- Exclusive social media sponsor post
- Exclusive e-mail blast to 70,000 registered emails
- Logo and website link as event sponsor on newsletter from Downtown Avalon Park to 70,000+ email addresses
- Use of the Downtown Avalon Park logo in the sponsor's marketing, advertising, and promotional efforts
- Ability to create promotional tie-ins related to the event
- Exclusive opportunity to speak during the event from the main stage
- Banner Placement on the rafters of the main stage (Banner provided by sponsor)
- Prominent Placement in Holiday Parade (Specifically for Avalon Aglow)
- VIP Fireworks Viewing (Specifically for the 4th of July and Avalon Aglow)
- VIP Table in Beer Garden (Specifically for Oktoberfest)

FESTIVAL SPONSORSHIP

\$2,500 Gold Sponsor (4 available)

- Premium booth at the event
- Large logo placement on event flyers, event t-shirts, brochures, posters, materials and other marketing collateral pieces, including, local schools (Approx. 10,000) and Avalon Park Business window fronts
- Included in all local publicity efforts and media releases
- Logo on event day signage and banners
- Large logo and website link to appear on Avalon Park website and social media
- Large logo and website link as event sponsor on newsletter from Downtown Avalon Park to 70,000+ email addresses
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event
- Banner placement near the main stage on event fencing (Banner provided by sponsor)
- Prominent placement in Holiday Parade (Specifically for Avalon Aglow)

FESTIVAL SPONSORSHIP

\$1,000 Silver Sponsors (6 available)

- Premium booth at the event
- Logo placement on event flyers, brochures, posters, materials, and other marketing collateral pieces, including, local schools (Approx. 10,000) and Avalon Park Business Window Fronts
- Logo on event day signage and banners
- Logo and website link to appear on Avalon Park website and social media
- Logo and website link as event sponsor on biweekly email newsletter from Downtown Avalon Park
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising, and promotional efforts
- Ability to create promotional tie-ins related to the event

FESTIVAL SPONSORSHIP

\$500 Bronze Sponsor (4 available)

- Premium booth at the festival
- Standard logo placement on event flyers, brochures, posters, materials, and other marketing collateral pieces, including, local schools (Approx. 10,000) and Avalon Park Business Window Fronts
- Standard logo on event day signage and banners
- Standard logo and website link to appear on Avalon Park Website Event Page
- Listed as event sponsor with logo on biweekly email newsletter from Downtown Avalon Park
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event

MOVIE UNDER THE STARS

**\$1,000 / Month Movie Under the Stars Sponsor (September – April,
1 Available Monthly)**

- Booth Set up at the event
- Exclusive speaking opportunity before the movie starts
- Opportunity to show a branded commercial/video before and after the movie
- Logo placement on event flyers, brochures, posters, materials and other marketing collateral pieces
- Ability to put a banner under the movie screen
- Logo blast as sponsor on social media posts
- Logo to appear on Avalon Park social media and website as a sponsor
- Listed as event sponsor on a biweekly email newsletter from Downtown Avalon Park
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event



MOVIE UNDER THE STARS
PRESENTING

CASPER

October 20, 2023
Movie Starts at Dark

Town Park
Bring your chairs & blankets!

Sponsored by:
Florida Blue

Avalon Park Downtown City of Orlando

[AvalonParkOrlando.com](#) | 407-658-6363 | @AvalonParkOrlando

MOVIE UNDER THE STARS
PRESENTING

ELEMENTAL

November 17, 2023
Movie Starts at Dark

Town Park
Bring your chairs & blankets!

Sponsored by:
Florida Blue
ACC Arts & Culture Center

Avalon Park Downtown City of Orlando

[AvalonParkOrlando.com](#) | 407-658-6363 | @AvalonParkOrlando

MOVIE UNDER THE STARS
PRESENTING

elf

December 8, 2023
Movie Starts at Dark

Town Park
Bring your chairs & blankets!

Sponsored by:
Florida Blue

Avalon Park Downtown City of Orlando

[AvalonParkOrlando.com](#) | 407-658-6363 | @AvalonParkOrlando

NIGHT MARKET SPONSORSHIP

\$500 Level (1 Available)

- Booth Set up at the event
- Exclusive speaking opportunity
- Logo placement on event flyers, brochures, posters, and other marketing collateral
- Ability to put a banner up at the event
- Logo blast as sponsor on social media posts
- Logo to appear on Avalon Park's social media and website as a sponsor
- Listed as event sponsor on a biweekly email newsletter from Downtown Avalon Park
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event

\$250 Level (1 Available)

- Booth Set up at the event
- Logo placement on event flyers, brochures, posters, materials and other marketing collateral pieces
- Logo to appear on Avalon Park website as a sponsor
- Listed as event sponsor on a biweekly email newsletter from Downtown Avalon Park
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts

SIDEWALK SALE SPONSORSHIP

\$500 Level

- Booth Set up at the event
- Exclusive speaking opportunity
- Logo placement on event flyers, brochures, posters, and other marketing collateral
- Ability to put a banner up at the event
- Logo blast as sponsor on social media posts
- Logo to appear on Avalon Park's social media and website as a sponsor
- Listed as event sponsor on a biweekly email newsletter from Downtown Avalon Park
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event

FOOD TRUCK NIGHT SPONSORSHIP

\$1,000 / Month Food Truck Sponsor (1 Available Monthly)

- Booth Set up at the event
- Exclusive speaking opportunity
- Logo placement on event flyers, brochures, posters, materials, and other marketing collateral pieces
- Logo on event day signage and banners
- Logo blast as sponsor on social media posts
- Exclusive event e-blast to 50,000+ email addresses with event flyer and sponsor advertisement
- Logo to appear on Avalon Park social media and website as the sponsor
- Listed as event sponsor on a biweekly email newsletter from Downtown Avalon Park
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising, and promotional efforts
- Ability to create promotional tie-ins related to the event



POCHOS MANGO CORP.
BELLS KITCHEN AND SMOKEHOUSE
BIZZLE'S BISTRO
BOWLS FOR TU
RUBIOS BAJA GRILL CATERING
BAO HOUZ
CHIKIZ EMPANADITAS GOURMET
CROOKED COW CREAMERY
WE ROLL FATTYS
JOUR DE CREPE LLC
MONSTA LOBSTA
PERU POWER
RUBIOS BAJA GRILL
ONE WAY COFFEE
KONA ICE



SPOOKTACULAR TRICK-OR-TREAT BAGS SPONSORSHIP

\$1,000 - Full Sponsor

- Event bags handed out to kids that come to Spooktacular Event
- Exclusive logo on one side, Spooktacular/Downtown AP logo on the other
- Logo in Black/White on Orange bag
- Distributed to 1,000 kids until they run out

\$500 - Split Sponsor

- Event bags handed out to kids that come to Spooktacular Event
- 1/2 logos on one side, Spooktacular/Downtown AP logo on the other
- Logo in Black/White on Orange bag
- Distributed to 1,000 kids until they run out



CHRISTMAS IN JULY GLASSES SPONSORSHIP

\$1,500 - Full Sponsor

- Exclusive logo on one side of the glass, Christmas in July /Downtown AP logo on the other
- Logo in 1-2 color(s)
- Distributed to all participants until they run out



**SCAN HERE TO
PARTICIPATE IN EVENT:**



\$500 - Split Sponsor (3 Available)

- 3 logos on one side, Spooktacular/Downtown AP logo on the other
- Logo in 1-2 color(s)
- Distributed to all participants until they run out



AVALON TAKES FLIGHT MURAL SPONSORSHIP

\$1,500 - Full Sponsor/Mural

- Bumble Bee
- Lady Bug
- Bird

Benefits:

- Logo and Contact information on Mural Plaque
- Recognized in press release as Mural Sponsor
- Listed as Mural Sponsor on Avalon Takes Flight Mural Map (Print and Digital)
- Social Media tag incorporated into mural



HOLIDAY COLORING BOOK SPONSORSHIP

\$1,000 - Available each November

- Seasonal Avalon Park Coloring Books
- 10 Coloring Pages
- 1 Full Ad Page (Logo in Black & White)
- Logo on back cover (in Full Color)
- Distributed at Marketplace at Avalon Park



GRAPHIC DESIGN & SUBMISSIONS

- All graphics must be submitted by respective deadlines.
- We will not hold publication or distribution for late creative.
- Graphic Design services are available on an as-needed basis for a fee of \$100 per design (includes 3 revisions). There will be a fee of \$50 per change should additional changes be needed after the initial 3.
 - Your design becomes yours to use in other advertising capacities.
 - For an additional \$50 we will resize your graphic to: 1080x1080, Instagram Story & Facebook Event.
 - Please let us know ahead of time if this is something that you will need.

Email your needs to Marketing@AvalonParkGroup.com for more details.

CONTACT US



Stephanie Lerret

Kenzie Farrish

Michelle Wurster

Alex Lee

Marketing@AvalonParkGroup.com

407-658-6565

AvalonParkOrlando.com

Facebook.com/AvalonParkOrlando

Instagram.com/AvalonParkOrlando

Pinterest.com/AvalonParkOrlando

YouTube.com/AvalonParkOrlando