

**CITY OF VENICE**  
**APPLICATION FOR SPECIAL EVENT SPONSORSHIP REQUEST**  
**(Submit minimum 90 days prior to Special Event)**

1. **Date** – July 20, 2016
2. **Local Organization Name** – Women's Sertoma Club of Venice
3. **Contact Person and Telephone** – Kathi Keller (941) 497-1080
4. **Non-Profit Status** – Women's Sertoma is a 501c3 Non-Profit Service Organization. Status recognition forms from IRS and state of Florida are attached.
5. **Organization's Mission Statement:** Sertoma exists for the high and noble purpose of SERvice TO MAnkind by communication of thoughts, ideas and concepts. Sertoma is organized exclusively for charitable and educational purposes.
6. **Special Event Details:** Sun Fiesta 2016 is in its 44<sup>th</sup> year of celebrating the fall season for tourists and residents alike and is truly a Venice tradition. The theme this year is "Celebrate America at Sun Fiesta 2016"; a salute to our troops and veterans. Sun Fiesta's dates are October 21, 22 and 23 (rain dates are October 28, 29 and 30) and it will be held in downtown Venice, Centennial Park. There is something of interest for each member of the entire family. Attendees will enjoy an annual parade, bed races, Miss Sun Fiesta pageant, free live entertainment and music, a huge variety of foods and drinks, arts and crafts vendors, free children's activities, the Young Marines Pancake Breakfast, and silent auction at the Gazebo. We also receive a lot of help from organizations and businesses that volunteer their time. The Venice Art Museum runs an art project in the Kids area. Home Depot employees come to teach a craft project to the children. Target Stores sends employees to help with the parade. Venice High School, through its Interact group, sends students to help in our Coke and Water booths and it's Best Friends Club, helps sell stickers. Finally, there is no admission fee.
7. **Special Event Budget Details** – Please see attached budget figures for past three years. Note: results are also shown.
8. **Annual Event** – Yes.
9. **Past Results:** When Women's Sertoma took over Sun Fiesta in 1993, we inherited a debt of \$30,000. We paid that debt off in three years and have been making a profit ever since. Thankfully, through smart planning and budgeting, we've cleared more money each year although our costs have certainly risen. Our attendance has averaged 30-40,000 over the three days. We've seen an increase in attendance from outside the Venice area due to our increased print media exposure (some paid advertising, but many through public relations

efforts such as articles in the AAA Magazine and "Gulf Coast Living Venice" magazine. The Sun Fiesta Guide, produced by the Venice Gondolier is inserted into the Wednesday issue before our event and is also distributed at Sun Fiesta. We've been featured on the local ABC television station. Our impact on the immediate businesses near and around Centennial Park is evident. Retailers have commented on increased traffic in their stores and restaurants. We receive a lot of support also from the community: Venice Main Street and the Venice Chamber supports us; businesses display our flyers and place ads in our Sun Fiesta guide, and hotels offer discounted accommodations to participants such as our food and arts and crafts vendors.

**10. Sponsorship Amount Requested:** We respectfully request \$5,747.00

**11. Acknowledged Promotion Level for City –** At the \$5,000 level the City would be the Major and all Entertainment Sponsor and be named in all media: TV, Radio and Newspaper. Also included: two- full centerfold ad in the Sun Fiesta Guide, banners on stage and in main tent, free Arts and Crafts booth, free entry into Sun Fiesta parade, link to your web page at sunfiesta.net, and free entry into the Bed Race event.

At the \$3500 level the City is named in media as a Main Sponsor. This level includes being named in all media and newspaper, full page color ad in the Sun Fiesta Guide, banners on stage and main tent, free arts and crafts booth, free entry into the Sun Fiesta parade, link to your web page at sunfiesta.net and free entry into the Bed Race event.

Please see attachment showing all levels of sponsorship.

**12. Specific Usage of City Sponsorship Funds:** Funds to be applied to event's grounds costs and promotion and advertising costs.

**13. Other Event Sponsors/Contributors to date:** Major Sponsors: Bill Buck Chevrolet, Jimco, Dairy Queen, Doctors Hospital, Publix, and the Venice Gondolier are our major media sponsor. We are still working on getting major sponsors. Other sponsors and contributors at lower levels are too numerous to mention.

**14. Areas of Economic Benefit for the Venice Community:** Aside from the obvious economic benefits for the restaurants, hotels and retailers in the area during the weekend of Sun Fiesta, putting on Sun Fiesta costs a great deal of preparation and money. We always strive to work with local suppliers for such items as tents, electricity, generators, port-o-potties, ice, water, golf carts, signing, banners, and advertising. Also to note is that we offer a special rate to other Non-Profits in the Venice area to exhibit at Sun Fiesta so that they can create awareness of what they do. Some of the non-profits, such as Sertoma Club of Venice and the Masons sell food and keep their profits to benefit their own charitable giving causes. Others who have been with us for years are: Habitat for Humanity, Boy Scouts, SPARCC, and Venice Heritage. We couldn't do Sun Fiesta without the help of our volunteers (family and friends of members), and as mentioned in Point #6 – Groups like Target, Young Marines and Interact.

Once we've paid all of our obligations, we return back to the community all of the profits from Sun Fiesta and other smaller fundraisers that we might hold throughout the year. So far in 2016 we have given approximately \$50,000 to local charitable organizations and scholarships. The list of recipients is attached.

15. **Post Event Analysis:** Women's Sertoma Club of Venice will be pleased to submit a written Event Summary or even appear before you in person after the event's conclusion. We'd appreciate a little more time than thirty days since many of our invoices don't come in until well after that time period.

Thank you for your consideration.

Attachments: IRS and Florida Tax Exempt Recognitions  
Sun Fiesta Budget History – 2013 - 2015  
Levels of Sponsorship for Sun Fiesta 2016  
Charitable Giving List for 2016

Reviewed by: Economic Development Advisory Board

Date: \_\_\_\_\_ Recommendation: \_\_\_\_\_



1912 E. Meyer Blvd.  
Kansas City, MO 64132  
816-333-8300  
800-593-5646  
Fax: 816-333-4320  
[infosertoma@sertomaHQ.org](mailto:infosertoma@sertomaHQ.org)  
[www.sertoma.org](http://www.sertoma.org)

September 22, 2015

Mrs. Laura Bennawy  
Club President  
Womens Sertoma of Venice

To Whom It May Concern:

This letter will serve as verification that the Womens Sertoma of Venice is considered a duly recognized Club within Sertoma, Inc. This club has been reported as a subordinate to the IRS as required in revenue procedure 80-27, under EIN 650385078. The Womens Sertoma of Venice is in good financial standing with the parent organization and therefore falls under group tax exempt status.

This club is exempt under GEN #5409, Section 501(c)(3), (Sertoma, Inc. EIN 63-0655922).

We are enclosing copies of the determination letter from the Internal Revenue Service granting our Organization and all subordinates tax-exempt status under 501(c)(3).

Sincerely,

Amy Ellington  
Director of Finance/Administration  
[Aellington@sertomahq.org](mailto:Aellington@sertomahq.org)

OGDEN UT 84201-0038

In reply refer to: 0437874133  
Feb. 21, 2013 LTR 4167C 0  
63-0655922 000000 00  
00038222  
BODC: TE

SERTOMA INC  
1912 E MEYER BLVD  
KANSAS CITY MO 64132-1141



140204

Employer Identification Number: 63-0655922  
Group Exemption Number: 5409  
Person to Contact: M. Pritchett  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Feb. 11, 2013, request for information about your tax-exempt status.

Our records indicate that you were issued a determination letter in November 1964, and that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Based on the information supplied, we recognized the subordinates named on the list you submitted as exempt from Federal income tax under section 501(c)(3) of the Code.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106 and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,



Rita A. Leete  
Accounts Management II



## Consumer's Certificate of Exemption

DR-14  
R. 04/11

Issued Pursuant to Chapter 212, Florida Statutes

85-8012541866C-6	02/29/2012	02/28/2017	501(C)(3) ORGANIZATION
Certificate Number	Effective Date	Expiration Date	Exemption Category

This certifies that

WOMENS SERTOMA CLUB OF VENICE INC  
1063 EISENHOWER DR  
NOKOMIS FL 34275-4427

is exempt from the payment of Florida sales and use tax on real property rented, transient rental property rented, tangible personal property purchased or rented, or services purchased.



## Important Information for Exempt Organizations

DR-14  
R. 04/11

1. You must provide all vendors and suppliers with an exemption certificate before making tax-exempt purchases. See Rule 12A-1.038, Florida Administrative Code (F.A.C.).
2. Your *Consumer's Certificate of Exemption* is to be used solely by your organization for your organization's customary nonprofit activities.
3. Purchases made by an individual on behalf of the organization are taxable, even if the individual will be reimbursed by the organization.
4. This exemption applies only to purchases your organization makes. The sale or lease to others of tangible personal property, sleeping accommodations, or other real property is taxable. Your organization must register, and collect and remit sales and use tax on such taxable transactions. Note: Churches are exempt from this requirement except when they are the lessor of real property (Rule 12A-1.070, F.A.C.).
5. It is a criminal offense to fraudulently present this certificate to evade the payment of sales tax. Under no circumstances should this certificate be used for the personal benefit of any individual. Violators will be liable for payment of the sales tax plus a penalty of 200% of the tax, and may be subject to conviction of a third-degree felony. Any violation will require the revocation of this certificate.
6. If you have questions regarding your exemption certificate, please contact the Exemption Unit of Account Management at 800-352-3671. From the available options, select "Registration of Taxes," then "Registration Information," and finally "Exemption Certificates and Nonprofit Entities." The mailing address is PO Box 6480, Tallahassee, FL 32314-6480.

## Sun Fiesta Income and Expenses

	Sun Fiesta 2015 Actual Income	Sun Fiesta 2015 Actual Expenses	Net	Sun Fiesta 2014 Actual Income	Sun Fiesta 2014 Actual Expenses	Net	Sun Fiesta 2013 Actual Income	Sun Fiesta 2013 Actual Expenses	Net
Arts and Crafts	20,025.00		20,025.00	19,111.00	450.48	18,660.52	17,185.00	417.08	16,767.92
Auction	4,683.60	245.18	4,438.42	3,737.43	-	3,737.43	4,016.00	170.63	3,845.37
Bed Races	1,235.00	120.00	1,115.00	300.00	120.00	180.00	150.00	120.00	30.00
Beer Tent	35,462.87	11,287.78	24,175.09	32,773.65	12,589.69	20,183.96	24,341.33	9,796.33	14,545.00
Children's Area	1,064.25	874.38	189.87	600.75	333.66	267.09	303.50	253.04	50.46
Cooler of Cheer	2,164.75		2,164.75	1,970.00	-	1,970.00	3,341.00	-	3,341.00
Food Vendors	6,089.00		6,089.00	7,600.00	-	7,600.00	7,200.00	57.80	7,142.20
Parade	725.00	242.50	482.50	900.00	357.50	542.50	225.00	245.00	(20.00)
Soda/Water Booths	6,733.94	2,397.09	4,336.85	5,851.49	1,759.60	4,091.89	5,680.17	2,635.61	3,044.56
Sponsorships	26,925.00	27.00	26,898.00	15,173.00	-	15,173.00	13,425.00	171.00	13,254.00
Stickers	1,094.00	231.00	863.00	1,274.66	220.00	1,054.66	995.20	-	995.20
Sun Fiesta Idol	1,000.00	1,000.00	-	1,000.00	1,000.00	-	1,000.00	1,000.00	-
T-shirts	3,912.50	2,977.25	935.25	2,871.00	2,447.50	423.50	2,548.35	2,277.50	270.85
Tips	1,314.50		1,314.50	1,052.97	-	1,052.97		-	-
Misc			-		622.07	(622.07)		-	-
Advertising		5,333.03	(5,333.03)		3,770.00	(3,770.00)		1,680.00	(1,680.00)
Entertainment		16,141.60	(16,141.60)		10,745.90	(10,745.90)		6,528.00	(6,528.00)
Grounds	1,381.58	19,509.67	(18,128.09)		14,105.35	(14,105.35)	803.79	13,996.26	(13,192.47)
Insurance		4,918.00	(4,918.00)		4,763.00	(4,763.00)		4,226.85	(4,226.85)
Miss Sun Fiesta			-		111.00	(111.00)		15.00	(15.00)
<b>Total Income</b>	<b>113,810.99</b>			<b>94,215.95</b>			<b>81,214.34</b>		
<b>Expenses</b>		<b>65,304.48</b>			<b>53,395.75</b>			<b>43,590.10</b>	
<b>Net Income</b>		<b>48,506.51</b>	<b>48,506.51</b>		<b>40,820.20</b>	<b>40,820.20</b>		<b>37,624.24</b>	<b>37,624.24</b>



## **WOMEN'S SERTOMA CLUB OF VENICE CHARITABLE GIVING PRESENTATIONS**

**In 2015, the Women's Sertoma Club of Venice raised approximately \$50,000 at Sun Fiesta and through other fund raising activities. In early 2016 these funds will be used for at least 15 scholarships to continuing education students and Venice HS seniors as well as charitable gifts to the following non-profits:**

**Big Brothers Big Sisters  
Center of Hope  
Child Protection Center  
Christmas Shopping for Families in Need  
Shop With A Cop  
Friends of the Public Library  
Giving Hope Corporation  
Grace Methodist High School  
High Risk Hope  
Junior Achievement  
Literacy Volunteers of Sarasota County  
Pregnancy Solutions  
Project Graduation  
SPARCC  
Sertoma Speech Clinic  
Venice Art Center  
Wildlife Center of Venice  
Women's Resource Center  
Scholarships  
SPARCC  
Venice Art Center  
Venice Firefighters' Benevolent Fund  
Women's Resource Center**



## **WOMEN'S SERTOMA CLUB OF VENICE**

### **"Celebrate America at SUN FIESTA 2016"**

**October 21, 22, 23, 2016**

#### **Sponsorship Application**

Major Sponsor \$5000	Major and all Entertainment Sponsor. Named in all media and Newspaper. Two full- page centerfold ad in Business Guide. Your banners on stage & Main Tent. Free arts/crafts booth. Free entry into Sun Fiesta parade. Link to your business web page at sunfiesta.net. Free entry to Bed Race.
Main Tent \$3500	Main Sponsor. Named in all media and Newspaper. Full- page color Ad in Business Guide. Your banners on stage & Main Tent. Free arts/crafts booth. Free entry into Sun Fiesta parade. Link to your business web page at sunfiesta.net. Free entry to Bed Race.
Diamond \$2500	Named in media as a Diamond Sponsor. Full- page Color ad in Business Guide. Your 2x4 banner on stage or Main Tent, Free Arts/Crafts booth. Free entry into the Sun Fiesta Parade. Link to your business web page.
Platinum \$1250	Named in media as a Platinum Sponsor. Full- page Color Ad in Business Guide. Your 2x4 Banner on Gazebo or Stage. Free entry into the Sun Fiesta Parade. Link to your web page at sunfiesta.net
Gold \$1000	Named in media as Gold Sponsor. Full- page Ad in the Business Guide. Your 2x4 Banner on Gazebo or Stage. Free entry into the Sun Fiesta Parade. Link to your web page at sunfiesta.net
Silver \$500	Named in media as Silver Sponsor. Half page in the Business Guide. Your 2x4 banner on Gazebo or tent. Free entry into the Sun Fiesta Parade. Link to your webpage at sunfiesta.net
Big Heart \$250	Named in media as a Big Heart Sponsor. One fourth page in Business Guide. Listed on & displayed on "Big Hearts" Banner. Free entry into Sun Fiesta Parade.
Sunburst \$50	Names Sunburst Sponsor. Business card in Business Guide
Goodwill \$25	Named in Business Guide

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Please circle your level, complete below and forward with check and camera ready copy no later than September 15, 2016. Please make checks payable to Women's Sertoma Club of Venice. Mail to Women's Sertoma Club/Sun Fiesta, P O Box 1046, Venice, FL 34284.

Contact name \_\_\_\_\_ Phone \_\_\_\_\_

Name used in Media \_\_\_\_\_ Web Address \_\_\_\_\_

Address \_\_\_\_\_

We must have all Banners by October 9<sup>th</sup>. We can pick-up. For assistance call Nancy Jordan 941-468-5146 or Email to [nancysellsfl@aol.com](mailto:nancysellsfl@aol.com).