



# Light Up Tioga

*Benefiting:*



**UNITED WAY**  
North Central  
Florida

**Saturday, December 6th from 5:00 – 8:00pm**





# Light Up Tioga

Benefiting:



## 2025 Light Up Tioga Sponsorships

Please join us in creating impact for the Greater Gainesville Region! Light Up Tioga 2025 will take place on Saturday, December 6th from 5:00 - 8:00pm. Participation (Sponsorship) is based on approval, and required in advance. The Sponsorship Fee is \$85 for Business and Market Vendors, and \$100 for Food Trucks. 100% of Sponsorship Fees benefit United Way North Central Florida. In order to Exhibit, you must provide a free family-friendly activity and/or free giveaways, during the event. You will be responsible for providing your own setup (table, tent, etc.).

United Way North Central Florida (UWNCFL) seeks to improve lives by mobilizing the caring power of communities around North Central Florida to advance the common good. From strengthening local resilience to advancing health, youth opportunity, and financial security, they're working towards a future where every person in North Central Florida can reach their full potential.

UWNCFL serves a six county area (Alachua, Bradford, Dixie, Gilchrist, Levy and Union). In addition, United Way is a natural leader and convener of broad community building. UWNCFL engages within our community to find long-term solutions for issues impacting all residents in the areas of Education, Health, Financial Stability and Immediate Needs. UWNCFL is committed to collaborating with all segments of the community to build partnerships and help fill the needs in our community. It takes all of us working together to create a seamless tapestry of support to build a better and more resilient community.

*Thank you so much for your consideration and support!*





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## Sponsorship Marketing Benefits

Each year, Light Up Tioga draws thousands and thousands of attendees from Greater Gainesville and beyond, providing you with a premium marketing and brand awareness opportunity. In addition, Tioga Town Center will promote your participation through website, email, social media, radio advertising, digital advertising, and more. Place your business front and center at this year's Light Up Tioga! Register to participate today, and help us create impact within our local community!





## 2025 Light Up Tioga Sponsorship Application Form

Business/Vendor Name: \_\_\_\_\_  
(Please list name as you would like for it to appear in marketing efforts)

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Social Media Links and/or Handles: \_\_\_\_\_

Website: \_\_\_\_\_

☐ BUSINESS EXHIBITOR SPONSOR (\$85)

Brief Description of Holiday Activity or Giveaway: \_\_\_\_\_

☐ MARKET VENDOR SPONSOR (\$85)

Brief Description of Item(s) to be Sold: \_\_\_\_\_

☐ FOOD TRUCK SPONSOR (\$100)

Brief Description of Item(s) to be Sold: \_\_\_\_\_

☐ MEDIA SPONSOR AND/OR IN-KIND SPONSOR

In-Kind Contribution Value & Description: \_\_\_\_\_

**Important Information:** **Business** & **Market** Sponsorships include a 10' x 10' exhibitor space. **Food Truck** Sponsorships include a 10' x 20' space. You will be responsible for your own tent, table, and setup. Power will not be available, so please plan your power and lighting accordingly. **Business Vendors:** In order to participate in this event, you must provide a free family-friendly holiday activity or giveaway. We reserve the right to refuse vendors and will limit the number of vendors, and crafters selling similar items, on a first come, first serve basis. There is a \$85 Sponsorship Fee for **Business** & **Market** Vendors and a \$100 Sponsorship Fee for **Food Trucks**. 100% of Sponsorship Fees go directly to United Way North Central Florida. Please Note: Completing this Form is an application to exhibit ONLY and is NOT a guarantee of your acceptance to participate. We will reply to your application within 5 business days at which time you will then be asked to pay your Sponsorship fee. Please submit your completed form to [tioga@hankinggroup.com](mailto:tioga@hankinggroup.com) or return to our Leasing Office, at The Flats at Tioga Town Center, located at 13085 SW 1 Ln, Newberry, FL 32669. DEADLINE FOR PARTICIPATION IS NOVEMBER 14, 2025. For questions, please call (352) 331-4000. Once approved, you will be contacted for payment.

*By Signing You Agree and Understand: Each exhibiting business is a vendor at will and will not hold Tioga Town Center, Tioga Center LLC, or Hankin Group, liable for any damages to persons or products which might occur during this event.*

Signature \_\_\_\_\_ DATE: \_\_\_\_\_

United Way North Central Florida is recognized under the IRS as exempt under section 501c3 and is registered with the Florida Division of Consumer Services, license number CH471. Donations are tax deductible to the full extent of the law. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE, OR VIA THE INTERNET AT [WWW.800HELPFLA.COM](http://WWW.800HELPFLA.COM). REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.

TiogaTownCenter.com | 352.331.4000 | [f](https://www.facebook.com/TiogaTownCenter) [@TiogaTownCenter](https://www.instagram.com/TiogaTownCenter)



## Event Rules

1. All transactions between the Vendor and customer are the responsibility of the Vendor. Vendors must have their own change funds. The customer has the right to request and receive a receipt. The collection and remittance of Florida Sales Tax is the responsibility of each exhibitor. Sales tax questions should be directed to Florida Department of Revenue, 386-418-4444.
2. Exhibits must be set by event opening and staffed by individuals over the age of 18 until event closes. Vendors must use the loading, unloading and parking areas designated. Blocking of the loading/unloading area or parking in customer parking will be considered a violation of Event Rules.
3. All merchandise and display equipment must fit in the marked space of the booth (10' x 10' booth). There will be no storage area supplied. Vendors must ensure there are no disruptions emitting from their booth. Vendors ARE NOT ALLOWED to block the sidewalks by sitting outside of their booth space, please plan your layout accordingly knowing you need to sit/stand within your space.
4. Misuse/abuse of the Tioga Town Center, its staff, or any of its equipment will be grounds for immediate dismissal.
5. Rules are subject to change. Continued participation of the Vendor is at the discretion of the event staff.
6. Vendor shall protect, maintain, save and hold harmless the Tioga Town Center, Tioga Center LLC, or Hankin Group, their officers, agents, servants and employees from and against any and all claims, demands, expense and liabilities arising out of injury or death to any person, or the damage, loss or destruction of any property which may occur in or about the venue (including any portion thereof which vendor has not been given the right to occupy or use pursuant to the terms of this Agreement) or which may arise or in any way grow out of any act or omission of vendor, its agents, invitees and patrons' use and occupancy of venue.

**FAILURE TO FOLLOW ANY OF THE ABOVE RULES/REGULATIONS WILL RESULT IN  
DISMISSAL AND WILL FORFEIT FUTURE PARTICIPATION.**

*By Signing You Agree to and Understand all Event Rules above.*

Signature \_\_\_\_\_

DATE: \_\_\_\_\_