

# Expand Your Reach with THE VILLAGES® ENTERTAINMENT

## Who Are We?

The Villages® is a diverse, affluent, well-educated and active retirement community spanning 3 counties in Central Florida with over 124,000 residents. We have nightly entertainment 365 days a year on each of our 3 town squares, so there is always something for everyone. The Villages® Entertainment is proud to host many festivals and other special events at our town squares throughout the year. It is a time for our residents and people in the surrounding communities to come out and enjoy themed music, food and fun. Our festivals include cultural events, arts and crafts, car shows, food vendors, professional entertainers and more! With so much going on, there is never a dull moment in The Villages®.



## The Villages® at a Glance

- Nation's Fastest Growing Metropolitan Statistical Area for the past 4 years\*\* (U.S. Census)
- Resident buying power of over \$10.6 Billion\*
- 124,000 residents and growing with thousands of homes currently under construction
- Median resident age is 66 years old
- Average household income is \$74,716\*\* (U.S. Census)
- Over 600 holes of golf and over 50,000 golf cars

*\*Calculations based on The Villages® community only, surrounding area consumers will increase these numbers substantially*

*\*\*The Villages® Metropolitan Statistical Area includes all of Sumter County but not The Villages® in Lake or Marion counties*

## Sponsorship Benefits

- Featured sponsor logo insertions and tag lines in all ads run by The Villages® Entertainment including radio, print, digital, and social media
  - 120,000 people reached by print weekly
  - 45,000 people reached by email weekly
  - 70,000 people reached by website weekly
- Featured sponsor logo link with URL and phone number placed on TheVillagesEntertainment.com
- Reserved sponsor space at the event
- Opportunity to speak on main stage throughout the course of the event
- High visibility to thousands of event attendees. Examples of event attendance include:
  - 5,000-15,000 at Cruise-In Classic Car Shows
  - 15,000-30,000 at The Villages® festivals

## For more information:

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