



SPONSORSHIP OPPORTUNITIES

Rivalry Runs Deep. Legacy Brings Us Together.

NOVEMBER 27-28, 2026 • PALMETTO, FLORIDA

Sutton Park & Palmetto Marriott Resort & Spa

THE RIVALRY

Two Teams. One Weekend. A Legacy That Lasts Forever.

Since 1958, Florida and Florida State have competed for state pride and generations of bragging rights. Rankings change. Records change. **The rivalry does not.**

The Legacy Weekend turns that passion into a shared experience — bringing Gators and Seminoles together in Manatee County and giving partners a powerful place inside the tradition.

Put Your Brand Where Rivalry, Relationships, and Community Meet.

Sponsoring The Legacy Weekend is more than just logo placement.

It is two days of meaningful visibility and hospitality in front of thousands of fans, key business leaders, community stakeholders, former players, and fellow sponsors.



COMMUNITY IMPACT

While your sponsorship helps make the weekend possible, it also supports **RiSe Leadership and Sports Academy**, a local nonprofit organization that helps advance the academic achievement, college and career readiness, leadership development, digital literacy, civic engagement, and personal growth of youth — with particular emphasis on student-athletes and youth who may face barriers to educational and leadership opportunities.

THE WEEKEND

Two Days. One Rivalry. One Connected Experience.

Across Sutton Park and the Palmetto Marriott Resort & Spa, The Legacy Weekend is one continuous fan, hospitality, and networking experience.

FRIDAY • NOVEMBER 27

Legacy Tailgate Watch Party

Sutton Park

2:00 PM – 8:00 PM

Watch • Cheer • Celebrate

- Netwatch VIP Hospitality Area
- Legend & Player Appearances
- Tailgate Food & Drink
- Games & Prizes
- Team Spirit
- Family Fun

SATURDAY • NOVEMBER 28

Legacy Social

Palmetto Marriott Resort & Spa — Official Host Hotel

5:00 PM – 10:00 PM

Connect • Mingle • Toast

- Marriott Stay & Family Day — Spa, pool, kids activities
- Legacy Social at the Pool — Evening reception
- Sponsor Hospitality — Exclusive access

CONFIRMED LEGENDS

The Names Fans Know. The Access Sponsors Value.

Recognizable former players from both teams will appear throughout the weekend, creating energy for fans and meaningful hospitality opportunities for partners.

FLORIDA GATORS

Lito Sheppard

Two-Time Pro Bowl & First-Team All-Pro Cornerback

Brian Poole

Super Bowl LI Participant, Atlanta Falcons

Lawrence Wright

1996 Jim Thorpe Award Winner & National Champion

Johnny Rutledge

1996 National Champion, Two-Time All-SEC

FLORIDA STATE SEMINOLES

Peter Warrick

Two-Time All-American • 1999 Sugar Bowl MVP

Chris Rix

FSU's First Four-Year Starting QB

Leroy Smith

Standout Defensive Back, 2000–2004

Craphonso Thorpe

First-Team All-ACC WR • 2005 NFL Draft Pick

More invited legends from both schools to be announced.

BECOME AN ANCHOR PARTNER

Three Premier Positions. Maximum Presence.

Only 3 exclusive anchor positions — one partner at each level.

National Championship Partner

\$30,000

EXCLUSIVE PRESENTING SPONSOR • 1 AVAILABLE

- Exclusive Presenting Partner, Naming Rights, and Category Exclusivity
- Persistent in-game logo watermark & premier event marketing placement
- Primary branding across the Watch Party and Legacy Social
- Featured ambassador-driven promotion • Halftime speaking & recognition
- Premium Event Activation Zone
- 10 VIP + 10 Legacy Social passes • 2 rooms, 2-night stay at the Marriott

Playoff Partner

\$20,000

EXCLUSIVE NETWATCH VIP SPONSOR • 1 AVAILABLE

- Naming rights to Netwatch VIP
- Integrated into the VIP experience • VIP hospitality access and signage
- Featured in AV screen reel rotation during tailgate
- 8 VIP + 8 Legacy Social passes • 1 room, 2-night stay at the Marriott

Bowl Game Partner

\$12,000

EXCLUSIVE LEGACY SOCIAL SPONSOR • 1 AVAILABLE

- Branding throughout Legacy Social
- Featured in AV screen reel rotation during tailgate
- 1 Event Activation option (Watch Party or Legacy Social)
- 6 VIP + 6 Legacy Social passes • 1 room, 2-night stay at the Marriott

FLEXIBLE SPONSORSHIPS

For Regional & Community Partners

Three accessible levels give businesses and organizations a meaningful way to join the weekend, reach fans, and support the mission.

Conference Partner

\$7,500

3 AVAILABLE

- Strong logo placement
- Inclusion in event marketing
- Featured social spotlight post
- Priority banner signage
- AV screen reel rotation (tailgate)
- 4 VIP + 4 Legacy Social passes

Booster Partners

\$2,000

5 AVAILABLE

- Entry-level access for local businesses
- Logo on signage & signing posters
- On-site branding & recognition
- 2 VIP + 2 Legacy Social passes

Kickoff Partners

\$500

10 AVAILABLE

- Logo on general sponsor thank-you signage
- Listed on the event website's sponsor page
- Group sponsor thank-you social post
- 2 general admission guest passes

CUSTOM & IN-KIND SPONSORSHIP OPPORTUNITIES

We recognize every partnership is unique. In addition to our standard sponsorship levels, we offer custom and in-kind options that let sponsors support specific elements of the celebration while gaining valuable visibility within the community.

Big Screen Sponsor	\$2,500
Kids Zone Sponsor	\$1,500
Entertainment Sponsor	\$1,000
Print Sponsor	\$1,000
Beverage Sponsor	\$1,000
Photography & Video Sponsor	\$500

In-kind sponsors will be listed on event marketing materials and social media.

ANCHOR PARTNER EXPERIENCES

Make Your Brand Part of the Moment

Only three activation positions are available — one for each Anchor Partner. Choose an experience that gives fans a reason to engage, remember, and share your brand.

1

Branded Fan Zone

Your logo greeting every fan as they walk onto Sutton Park: a lawn takeover with cornhole, giveaways, and a step-and-repeat backdrop before kickoff.

2

Legends Meet & Greet

Your brand hosting the moment fans wait all weekend for: a photo and autograph session with a confirmed legend.

3

Halftime Fan Challenge

Your logo on the big screen mid-game: a live trivia or prize-toss moment the whole crowd is watching and cheering for.

4

Rivalry Fan Social Contest

A branded photo booth that turns guests into your content stream: a hashtag contest that keeps your brand circulating on social long after the weekend.

5

Rivalry Trophy Photo Moment

A branded photo setup with a rivalry trophy fans pose with. Simple, shareable, and central to the weekend's biggest bragging-rights moment.

6

VIP Hospitality Moment

Your brand's specialty drink or tasting moment, exclusive to Netwatch VIP — the kind of touch guests remember and mention afterward.

Anchor Tier partners choose their activation after securing a tier. First come, first served.

REACH

Projected Impact Across the Weekend

Current projections combine on-site attendance, partner networks, and digital promotion across the Watch Party, Legacy Social, and full weekend.

1,700+

PROJECTED WEEKEND ATTENDANCE

969K+

COMBINED SOCIAL AUDIENCE

1.5M+

PROJECTED DIGITAL IMPRESSIONS

92%

of all attendees engage with vendors, exhibitors, or sponsors onsite

87%

say they trust a brand more after seeing it at a community event

87%

share their experience on social media, organically amplifying reach

AUDIENCE

Attendance matters. Access matters more. The Legacy Weekend places sponsors in an environment built for connection with people who influence business, community, and culture across the region.

Former Players & Alumni

Legends and their networks, still deeply connected to both programs.

Families

Multi-generational fans cheering their favorite team on together.

Netwatch VIP Guests

Ticket holders there specifically for premium access and hospitality.

Other Sponsors

Community brands committed to investing in the weekend alongside you.

Business & Community Leaders

Regional decision-makers, in the same room as your team.

Regional Stakeholders

Civic and business leaders from Sarasota, Bradenton, and Tampa Bay.



The Legacy Weekend gives partners a rare combination of brand visibility, premium hospitality, community connection, and access to one of Florida's most passionate sports rivalries.

Secure an Anchor Partner position — or let us build a sponsorship opportunity around your business goals. Let's put your brand at the center of a weekend Manatee County will remember.

TO RESERVE YOUR PARTNERSHIP

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thelegacyweekend.net

Be the Bridge. Build the Legacy.

IN PARTNERSHIP WITH

