

2026 SPONSOR PROPOSAL



FORT MYERS - ISLANDS, BEACHES AND NEIGHBORHOODS

ISLAND HOPPER

Songwriter Fest



ISLAND HOPPER 2026



ABOUT THE EVENT



The 12th Annual Island Hopper Songwriter Fest brings nationally acclaimed singer-songwriters to the islands, beaches and neighborhoods of Fort Myers, Captiva, Cape Coral and Fort Myers Beach from September 18th through September 27th, 2026. Presented by Lee County Visitor & Convention Bureau, BMI, along with iHeartMedia, Cat Country 107.1 and the Islands, Beaches and Neighborhoods of Fort Myers. The festival will take place over the 10 days at popular island venues, restaurants, bars, resorts and historic homes. With dozens of FREE shows to select from, over 15,000 attendees will have the unique opportunity to experience the faces, personalities, and stories behind the songs.



PRESENTING SPONSOR



FRLA



SOLO

On-Air

- **250+ "Presented By" mentions** (mix of live and pre-recorded) across:
 - Cat Country 107.1
 - Kix Country 92.9
 - 95.3 The Beach
 - 105.5 The Beat
- **100 x :30 radio commercials** across the same stations (Fort Myers, Naples, and Gorda markets).

On-Site Activation

- **10x10 activation tent** at 3 festival locations:
 - Andy Rosse Lane, Captiva – Sat 9/19
 - The Westin Cape Coral – Mon 9/21
 - The Caloosa Sound – Thu 9/24

Digital & Social

- **Logo on station websites** (Cat Country 107.1, Kix Country 92.9, 95.3 The Beach, 105.5 The Beat)
- **Logo on Island Hopper Festival website** + sponsor landing page
- **Social media inclusion:** 2x per week during the festival (Instagram Stories + Facebook)

Media

- **Logo in Happenings A&E**
 - 20,000 circulation / 500 locations across Charlotte, Lee & Collier Counties
- **Logo in Florida Weekly**
 - Fort Myers, Cape Coral, Sanibel, Captiva, Naples, Bonita Springs, Estero, Marco Island & surrounding areas
- **Logo in Fort Myers Mag**
- **Logo in Florida County and Coast**
- **Logo Seabreeze Communications-East Coast**

Event Visibility

- **Sponsor-provided signage** displayed throughout festival footprint
- **Logo on all Island Hopper stage banners** at participating venues

Additional Benefits

- On-site activation opportunities
- Tickets for internal use

Investment: \$50,000

OFFICIAL AIRLINE SPONSOR



On-Air

- **250+ "Presented By" mentions** (mix of live and pre-recorded) across:
 - Cat Country 107.1
 - Kix Country 92.9
 - 95.3 The Beach
 - 105.5 The Beat
- **100 x :30 radio commercials** across the same stations (Fort Myers, Naples, Punta Gorda markets).

On-Site Activation

- **10x10 activation tent** at 3 festival locations:
 - Andy Rosse Lane, Captiva – Sat 9/19
 - The Westin Cape Coral – Mon 9/21
 - The Caloosa Sound – Thu 9/24

Digital & Social

- **Logo on station websites** (Cat Country 107.1, Kix Country 92.9, 95.3 The Beach, 105.5 The Beat)
- **Logo on Island Hopper Festival website** + sponsor landing page
- **Social media inclusion:** 2x per week during the festival (Instagram Stories + Facebook)

Print Media

- **Logo in Happenings A&E**
 - 20,000 circulation / 500 locations across Charlotte, Lee & Collier Counties
- **Logo in Florida Weekly**
 - Fort Myers, Cape Coral, Sanibel, Captiva, Naples, Bonita Springs, Estero, Marco Island & surrounding areas
- **Logo in Fort Myers Mag**
- **Logo in Florida County and Coast**
- **Logo in Seabreeze Communications-East Coast**

Event Visibility

- **Sponsor-provided signage** displayed throughout festival footprint
- **Logo on all Island Hopper stage banners** at participating venues

Additional Benefits

- On-site activation opportunities
- Tickets for internal use

Investment: \$50,000

GETAWAY SPONSOR



On-Air

- 250+ “Brought to you in part by” mentions (live + pre-recorded) across:
 - Cat Country 107.1
 - Kix Country 92.9
 - 95.3 The Beach
 - 105.5 The Beat

On-Site Activation

- 10x10 activation tent + promo vehicle at 3 festival locations:
 - Andy Rosse Lane, Captiva – Sat 9/19
 - The Westin Cape Coral – Mon 9/21
 - Caloosa Sound – Thu 9/24

Digital & Social

- Logo on station websites (Cat Country 107.1, Kix Country 92.9, 95.3 The Beach, 105.5 The Beat)
- Logo on Island Hopper Festival website + sponsor landing page
- Social media inclusion: 2x per week during festival (Instagram Stories + Facebook)

Print Media

- Logo in Happenings A&E
 - 20,000 circulation / 500 locations across Charlotte, Lee & Collier Counties
- Logo in Florida Weekly
 - Fort Myers, Cape Coral, Estero, Bonita Springs, Sanibel, Captiva, Pine Island, North Fort Myers, Naples & Marco Island
- Logo in Fort Myers Mag
- Logo in Florida County and Coast
- Logo Seabreeze Communications-East Coast

Event Visibility

- Sponsor-provided signage displayed throughout festival footprint
- Logo on Island Hopper stage banners at all participating venues

Additional Benefits

- On-site activation opportunities
- Tickets for internal use

Investment: \$50,000

VENDOR PARTNER



POWERHOUSE HOME SERVICES-FROR



On-Air

- 250+ "Brought to you in part by" mentions (live + pre-recorded) across:
 - Cat Country 107.1
 - Kix Country 92.9
 - 95.3 The Beach
 - 105.5 The Beat

On-Site Activation

- 10x10 activation tent + promo vehicle at 3 festival locations:
 - Andy Rosse Lane, Captiva – Sat 9/19
 - The Westin Cape Coral – Mon 9/21
 - Caloosa Sound – Thu 9/24

Digital & Social

- Logo on station websites (Cat Country 107.1, Kix Country 92.9, 95.3 The Beach, 105.5 The Beat)
- Logo on Island Hopper Festival website + sponsor landing page
- Social media inclusion: 2x per week during festival (Instagram Stories + Facebook)

Print Media

- Logo in Happenings A&E
 - 20,000 circulation / 500 locations across Charlotte, Lee & Collier Counties
- Logo in Florida Weekly
 - Fort Myers, Cape Coral, Estero, Bonita Springs, Sanibel, Captiva, Pine Island, North Fort Myers, Naples & Marco Island
- Logo in Fort Myers Mag
- Logo in Florida County and Coast
- Logo Seabreeze Communications-East Coast

Event Visibility

- Sponsor-provided signage displayed throughout festival footprint
- Logo on Island Hopper stage banners at all participating venues

Additional Benefits

- On-site activation opportunities
- Tickets for internal use

Investment: \$12,500

VIP SPONSOR



VILES & BECKMAN-FROF



On-Air

- 250+ "Brought to you in part by" mentions (live + pre-recorded) across:
 - Cat Country 107.1
 - Kix Country 92.9
 - 95.3 The Beach
 - 105.5 The Beat

On-Site Activation

- 10×10 activation tent + promo vehicle at 3 festival locations:
 - Andy Rosse Lane, Captiva – Sat 9/19
 - The Westin Cape Coral – Mon 9/21
 - Caloosa Sound – Thu 9/24

Digital & Social

- Logo on station websites (Cat Country 107.1, Kix Country 92.9, 95.3 The Beach, 105.5 The Beat)
- Logo on Island Hopper Festival website + sponsor landing page
- Social media inclusion: 2× per week during festival (Instagram Stories + Facebook)

Print Media

- Logo in Happenings A&E
 - 20,000 circulation / 500 locations across Charlotte, Lee & Collier Counties
- Logo in Florida Weekly
 - Fort Myers, Cape Coral, Estero, Bonita Springs, Sanibel, Captiva, Pine Island, North Fort Myers, Naples & Marco Island
- Logo in Fort Myers Mag
- Logo in Florida County and Coast
- Logo Seabreeze Communications-East Coast

Event Visibility

- Sponsor-provided signage displayed throughout festival footprint
- Logo on Island Hopper stage banners at all participating venues

Additional Benefits

- On-site activation opportunities
- Tickets for internal use

Investment: \$12,500

OFFICIAL VODKA SPONSOR



DEEP EDDY VODKA-FROR RNDC



On-Air

- 250+ "Brought to you in part by" mentions (live + pre-recorded) across:
 - Cat Country 107.1
 - Kix Country 92.9
 - 95.3 The Beach
 - 105.5 The Beat

On-Site Activation

- 10x10 activation tent + promo vehicle at 3 festival locations:
 - Andy Rosse Lane, Captiva – Sat 9/19
 - The Westin Cape Coral – Mon 9/21
 - Caloosa Sound – Thu 9/24

Digital & Social

- Logo on station websites (Cat Country 107.1, Kix Country 92.9, 95.3 The Beach, 105.5 The Beat)
- Logo on Island Hopper Festival website + sponsor landing page
- Social media inclusion: 2x per week during festival (Instagram Stories + Facebook)

Print Media

- Logo in Happenings A&E
 - 20,000 circulation / 500 locations across Charlotte, Lee & Collier Counties
- Logo in Florida Weekly
 - Fort Myers, Cape Coral, Estero, Bonita Springs, Sanibel, Captiva, Pine Island, North Fort Myers, Naples & Marco Island
- Logo in Fort Myers Mag
- Logo in Florida County and Coast
- Logo Seabreeze Communications-East Coast

Event Visibility

- Sponsor-provided signage displayed throughout festival footprint
- Logo on Island Hopper stage banners at all participating venues

Additional Benefits

- On-site activation opportunities
- Tickets for internal use

Investment: \$12,500

OFFICIAL APP SPONSOR



THE EXTREME COMPANIES-FROR



On-Air

- 250+ “Brought to you in part by” mentions (live + pre-recorded) across:
 - Cat Country 107.1
 - Kix Country 92.9
 - 95.3 The Beach
 - 105.5 The Beat

On-Site Activation

- 10×10 activation tent + promo vehicle at 3 festival locations:
 - Andy Rosse Lane, Captiva – Sat 9/19
 - The Westin Cape Coral – Mon 9/21
 - Caloosa Sound – Thu 9/24

Digital & Social

- Logo on station websites (Cat Country 107.1, Kix Country 92.9, 95.3 The Beach, 105.5 The Beat)
- Logo on Island Hopper Festival website + sponsor landing page
- Social media inclusion: 2× per week during festival (Instagram Stories + Facebook)

Print Media

- Logo in Happenings A&E
 - 20,000 circulation / 500 locations across Charlotte, Lee & Collier Counties
- Logo in Florida Weekly
 - Fort Myers, Cape Coral, Estero, Bonita Springs, Sanibel, Captiva, Pine Island, North Fort Myers, Naples & Marco Island
- Logo in Fort Myers Mag
- Logo in Florida County and Coast
- Logo Seabreeze Communications-East Coast

Event Visibility

- Sponsor-provided signage displayed throughout festival footprint
- Logo on Island Hopper stage banners at all participating venues

Additional Benefits

- On-site activation opportunities
- Tickets for internal use

Investment: \$12,500

AUTOMOTIVE SPONSOR



VICTORY LAYNE CHEVROLET-FROR



On-Air

- 250+ “Automotive Sponsor” mentions (mix of live + pre-recorded) across:
 - Cat Country 107.1
 - Kix Country 92.9
 - 95.3 The Beach
 - 105.5 The Beat(Fort Myers, Naples, Punta Gorda markets)

On-Site Activation

- Rights to (1) promo vehicle and (1) 10x10 activation tent at designated festival locations.

Print Media

- Logo in happenings A&E
 - 20,000 circulation / 500 locations across Charlotte, Lee & Collier Counties
- Logo in Florida Weekly
 - Fort Myers, Cape Coral, Estero, Sanibel, Captiva, Fort Myers Beach, Pine Island, North Fort Myers, Alva, Bonita Springs, Naples & Marco Island
- Logo in Fort Myers Mag
- Logo in Florida County and Coast
- Logo Seabreeze Communications-East Coast

Digital & Event Visibility

- Logo on festival website
- Logo on Island Hopper banners & signage throughout the festival footprint
- Option to include branded marketing items in artist/songwriter gift bags

SOLO

Investment: \$12,500

OFFICIAL BEVERAGE SPONSOR



SUNCOAST BEVERAGE SERVICES-FROR



SOLO

On-Air

- 250+ “Brought to you in part by” mentions (live + pre-recorded) across:
 - Cat Country 107.1
 - Kix Country 92.9
 - 95.3 The Beach
 - 105.5 The Beat

On-Site Activation

- 10x10 activation tent + promo vehicle at 3 festival locations:
 - Andy Road Lane, Captiva – Sat 9/19
 - The West Cape Coral – Mon 9/21
 - Loosa Sound – Thu 9/24

Digital & Social

- Logo on station websites (Cat Country 107.1, Kix Country 92.9, 95.3 The Beach, 105.5 The Beat)
- Logo on Island Hopper Festival website + sponsor landing page
- Social media inclusion: 2x per week during festival (Instagram Stories + Facebook)

Print Media

- Logo in Happenings A&E
 - 20,000 circulation / 500 locations across Charlotte, Lee & Collier Counties
- Logo in Florida Weekly
 - Fort Myers, Cape Coral, Estero, Bonita Springs, Sanibel, Captiva, Pine Island, North Fort Myers, Naples & Marco Island
- Logo in Fort Myers Mag
- Logo in Florida County and Coast
- Logo Seabreeze Communications-East Coast

Event Visibility

- Sponsor-provided signage displayed throughout festival footprint
- Logo on Island Hopper stage banners at all participating venues

Additional Benefits

- On-site activation opportunities
- Tickets for internal use

Investment: \$20,000

PHOTOBOOTH SPONSOR



ZOOM TAN-FROR



Take advantage of this active group of consumers by sponsoring and hosting the photo booth at Island Hopper! Grow your database by engaging attendees with onsite contesting or distribute promotional materials to prospective customers. Sponsors can also sample and sell from their booth!

Exclusivity

- Only one available – full category exclusivity-

On-Air

- 250+ “Brought to you in part by” mentions (live + pre-recorded) across:
 - Cat Country 107.1
 - Kix Country 92.9
 - 95.3 The Beach
 - 105.5 The Beat

On-Site Activation

- One (1) 10×10 activation space featuring a photo booth kiosk
- Event provides: 1 table + 2 chairs
- Sponsor may provide:
 - Unlimited banners
 - Digital photo-booth border or step-and-repeat banner featuring both sponsor and event logos

Print Media

- Logo in Happenings A&E
 - 20,000 circulation / 500 locations across Charlotte, Lee & Collier counties
- Logo in Florida Weekly
 - Fort Myers, Estero, Sanibel, Captiva, Fort Myers Beach, Cape Coral, Pine Island, North Fort Myers, Alva, Bonita Springs, Naples & Marco Island
- Logo in Fort Myers Mag
- Logo in Florida County and Coast
- Logo Seabreeze Communications-East Coast

Digital & Event Visibility

- Logo on festival website
- Logo on Island Hopper banners & signage throughout the festival footprint
- Website inclusion on the event’s official sponsor page

Investment: \$12,500

OFFICIAL PRODUCT SPONSOR



Exclusivity

- Only one available – full category exclusivity

On-Site Activation

- One (1) 10×10 activation space featuring a photo booth kiosk
- Event provides: 1 table + 2 chairs
- Sponsor may provide:
 - Unlimited banners
 - Digital photo-booth border or a step-and-repeat banner with sponsor + event logo

Print Media

- Logo in Happenings A&E
 - 20,000 circulation / 500 distribution locations across Charlotte, Lee & Collier counties
- Logo in Florida Weekly
 - Fort Myers, Cape Coral, Estero, Sanibel, Captiva, Fort Myers Beach, Pine Island, North Fort Myers, Alva, Bonita Springs, Naples & Marco Island
- Logo in Fort Myers Mag
- Logo in Florida County and Coast
- Logo Seabreeze Communications-East Coast

Digital & Event Visibility

- Logo on festival website
- Logo on Island Hopper banners and signage across the festival footprint
- Website inclusion on the event's sponsor page

Marketing Benefits

- Option to include a marketing item in artist/songwriter gift bags
- Minimum of 2 social media posts
- Minimum of 1 e-blast inclusion

Investment: \$5,500

OFFICIAL BANK SPONSOR



SANIBEL CAPTIVA BANK-FROR



On-Air

- 250+ "Brought to you in part by" mentions (live + pre-recorded) across:
 - Cat Country 107.1
 - Kix Country 92.9
 - 95.3 The Beach
 - 105.5 The Beat

On-Site Activation

- 10×10 activation tent + promo vehicle at 3 festival locations:
 - Andy Rosse Lane, Captiva – Sat 9/19
 - The Westin Cape Coral – Mon 9/21
 - Caloosa Sound – Thu 9/24

Digital & Social

- Logo on station websites (Cat Country 107.1, Kix Country 92.9, 95.3 The Beach, 105.5 The Beat)
- Logo on Island Hopper Festival website + sponsor landing page
- Social media inclusion: 2× per week during festival (Instagram Stories + Facebook)

Print Media

- Logo in Happenings A&E
 - 20,000 circulation / 500 locations across Charlotte, Lee & Collier Counties
- Logo in Florida Weekly
 - Fort Myers, Cape Coral, Estero, Bonita Springs, Sanibel, Captiva, Pine Island, North Fort Myers, Naples & Marco Island
- Logo in Fort Myers Mag
- Logo in Florida County and Coast
- Logo Seabreeze Communications-East Coast

Event Visibility

- Sponsor-provided signage displayed throughout festival footprint
- Logo on Island Hopper stage banners at all participating venues

Additional Benefits

- On-site activation opportunities
- Tickets for internal use

Investment: \$12,500

CANVAS AND CHORDS



ALAIR HOMES-FROR



On-Air

- 250+ “Brought to you in part by” mentions (live + pre-recorded) across:
 - Cat Country 107.1
 - Kix Country 92.9
 - 95.3 The Beach
 - 105.5 The Beat

On-Site Activation

- 10×10 activation tent:
 - Andy Rosse Lane, Captiva – Sat 9/19
 - The Westin Cape Coral – Mon 9/21
 - Caloosa Sound – Thu 9/24

Digital & Social

- Logo on station websites (Cat Country 107.1, Kix Country 92.9, 95.3 The Beach, 105.5 The Beat)
- Logo on Island Hopper Festival website + sponsor landing page
- Social media inclusion: 2× per week during festival (Instagram Stories + Facebook)

Print Media

- Logo in Happenings A&E
 - 20,000 circulation / 500 locations across Charlotte, Lee & Collier Counties
- Logo in Florida Weekly
 - Fort Myers, Cape Coral, Estero, Bonita Springs, Sanibel, Captiva, Pine Island, North Fort Myers, Naples & Marco Island
- Logo in Fort Myers Mag
- Logo in Florida County and Coast
- Logo Seabreeze Communications-East Coast

Event Visibility

- Sponsor-provided signage displayed throughout festival footprint
- Logo on Island Hopper stage banners at all participating venues

Additional Benefits

- On-site activation opportunities
- Tickets for internal use
- Private ticketed event at Alair's custom home

Investment: \$12,500

COUNTDOWN SPONSOR



LCEC-FROR



On-Air

- 250+ "Brought to you in part by" mentions (live + pre-recorded) across:
 - Cat Country 107.1
 - Kix Country 92.9
 - 95.3 The Beach
 - 105.5 The Beat

On-Site Activation

- 10×10 activation tent:
 - Andy Rosse Lane, Captiva – Sat 9/19
 - The Westin Cape Coral – Mon 9/21
 - Caloosa Sound – Thu 9/24

Digital & Social

- Logo on station websites (Cat Country 107.1, Kix Country 92.9, 95.3 The Beach, 105.5 The Beat)
- Logo on Island Hopper Festival website + sponsor landing page
- Social media inclusion: 2× per week during festival (Instagram Stories + Facebook)

Print Media

- Logo in Happenings A&E
 - 20,000 circulation / 500 locations across Charlotte, Lee & Collier Counties
- Logo in Florida Weekly
 - Fort Myers, Cape Coral, Estero, Bonita Springs, Sanibel, Captiva, Pine Island, North Fort Myers, Naples & Marco Island
- Logo in Fort Myers Mag
- Logo in Florida County and Coast
- Logo Seabreeze Communications-East Coast

Event Visibility

- Sponsor-provided signage displayed throughout festival footprint
- Logo on Island Hopper stage banners at all participating venues

Additional Benefits

- On-site activation opportunities
- Tickets for internal use
- Private ticketed event at Alari's custom home

Investment: \$12,500

5'OCLOCK HAPPY HOUR



MARGARTAVILLE RESORT-FROR



On-Air

- 250+ "Brought to you in part by" mentions (live + pre-recorded) across:
 - Cat Country 107.1
 - Kix Country 92.9
 - 95.3 The Beach
 - 105.5 The Beat

On-Site Activation

- 10×10 activation tent + promo vehicle at 3 festival locations:
 - Pine Island Lane, Captiva – Sat 9/19
 - Pine West, Cape Coral – Mon 9/21
 - Hoosa Sound – Thu 9/24

Digital & Social

- Logo on station websites (Cat Country 107.1, Kix Country 92.9, 95.3 The Beach, 105.5 The Beat)
- Logo on Island Hopper Festival website + sponsor landing page
- Social media inclusion: 2x per week during festival (Instagram Stories + Facebook)

Print Media

- Logo in Happenings A&E
 - 20,000 circulation / 500 locations across Charlotte, Lee & Collier Counties
- Logo in Florida Weekly
 - Fort Myers, Cape Coral, Estero, Bonita Springs, Sanibel, Captiva, Pine Island, North Fort Myers, Naples & Marco Island
- Logo in Fort Myers Mag
- Logo in Florida County and Coast
- Logo in Seabreeze Communications-East Coast

Event Visibility

- Sponsor-provided signage displayed throughout festival footprint
- Logo on Island Hopper stage banners at all participating venues

Additional Benefits

- On-site activation opportunities
- Tickets for internal use

Investment: \$8,000

Island Hopper Media Deliverables in conjunction with the Lee County Visitor & Convention Bureau

Print Inclusion:

- Florida Weekly: June, July, August, September
Min. Impressions: 174,000
- SWFL Happenings: June, July, August, September
Min. Impressions: 49,000
- Fort Myers Mag: June Issue
Min. Impressions: 20,000
- Florida Country and Coast: Aug/Sept Issue
Min. Impressions: 36,000
- Seabreeze Communications-Aug/Sept
East Coast 40,000 and Local 15,0000

Media Releases:

- Inclusion on all event related press releases

Official IHSF Website:

- Homepage sponsor listing + inclusion of deal in virtual event bag; IslandHopperFest.com website is where all VCB advertising points

Island Hopper Songwriter Festival Official Social Media:

- (4) dedicated posts leading up to festival
- Island Hopper Songwriter Fest Social Page(s):
Facebook: 8.7K | Instagram: 5K

Island Hopper Songwriter Festival Website:

230k page views & 287k downloads

2025 PR Impressions: 639 millions (articles)

2026 SPONSOR PROPOSAL



FORT MYERS - ISLANDS, BEACHES AND NEIGHBORHOODS

ISLAND HOPPER

Songwriter Fest

