



2017 Hernando De Soto Heritage Festival

6404 Manatee Ave West, Suite G, Bradenton, FL 34209
941-747-1998 www.DesotoHQ.com DeSotoHosting@gmail.com

Dear festival friends and guests,

It is with distinct honor that we, the Hosting Committee of the Hernando de Soto Historical Society, on behalf of President Tom Murphy and Hernando de Soto Zeke Eckersen would like to invite you to join us for our 2017 Heritage Festival.

The official dates are Thursday, April 27 through Sunday, April 30, 2017 and what a better place than Bradenton in beautiful Manatee County, Florida the landing sight of our namesake and world famous explorer Don Hernando de Soto to celebrate. Please mark your calendars and share with your Krewes and Festival Royalties as we ask you to join us.

This year's activities will once again include many of the old favorites along with some changes. Thursday begins with the *Welcome Gathering*, the *Dignitary Reception* and the infamous *Goat Party*. It's an early rise on Friday with the traditional *Pub Crawl*, as we make our way through Bradenton's finest establishments. The Conquistadors Feast in the hotel's main dining room is an excellent option for dinner prior to the Investiture of Don Hernando and the Coronation of his Queen at the *De Soto Ball*. The *Poolapalooza* party at the hotel's poolside, will begin Saturday's activities. A light lunch will be provided. Our spectacular *Grand Parade* is next on the agenda followed by the *After Parade Party* which will culminate the day's activities. Sunday brings us the *Adios My Friends* breakfast and Royalty Gift Exchange and another optional activity, the *Island Dip*, an excursion to Jewfish Key.

Once again, the *Courtyard by Marriott - Bradenton Riverfront*, will be the official host hotel of the De Soto Heritage Festival. Of course, the Hernando de Soto Historical Society warmly welcomes all members of your group to participate in the exciting events of our annual festival. Host hotel accommodations are initially offered to *Official Visiting Royalty* and guests that attend the entire weekend and purchase the complete package.

Finally, the 2017 Hosting Committee would like to extend our genuine gratitude for participating, as without you, our friends from near and far, there would be no celebration. **Registration for Official Visiting Royalty and all guests are due by March 10, 2017.** The final schedule of events will be electronically submitted to your designated representative just prior to festival week.

With warm regards,

Bob Richardson

Paul Webb

Hosting Committee Co-Chairs



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DE SOTO HOSTING CONTACT INFORMATION

Chairman: Bob Richardson DesotoHosting@gmail.com 941-720-1914

Chairman: Paul Webb DesotoHosting@gmail.com 941-518-7796

Office Administrator: Kelly Stasurak

Email: Kelly@DeSotoHQ.com

Mailing address: Hernando de Soto Historical Society
6404 Manatee Ave West, Suite G
Bradenton, FL 34209

Phone: 941-747-1998

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HOTEL INFORMATION

We are thrilled that once again, the Courtyard by Marriott ~ Bradenton Riverfront, 100 Riverfront Drive West, Bradenton, Florida 34205 is the official hotel of the Hernando de Soto Heritage Festival.

Room availability is VERY limited and bookings are offered first to our festival dignitaries and guests, who attend the entire weekend and purchase the complete package by MARCH 10, 2017. At that point, the rooms will be released to all krewe friends who also purchase one of the festival packages. Rooms will be assigned, in the order rooming lists are received by the hotel, and individual requests cannot be honored due to the size and nature of this event. The Marriott requires a three night minimum stay, and will provide all the information necessary to reserve your organization's rooms to your designated representative.

One representative from your organization must contact the hotel's Director of Sales, Robyn Price or Erica, at 941-747-3727, right away to discuss the block of rooms that has been put on reserve for your group. This year's rates are: Standard \$155, Riverview \$165, Executive \$185, all rates are subject to state and local taxes. In addition to the room rate, there is a \$15 resort charge for complimentary WIFI, parking, and pool towels. Please use code: De Soto Heritage Festival.





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FLIGHT INFORMATION

Our local airport is the *Sarasota-Bradenton International Airport (SRQ)* and we encourage all guests to schedule their arrival into our beautiful and charming airport. Tampa International Airport (TPA) is also an option. We ask that guests joining us from lands afar to first coordinate with their fellow members for alike flight arrangements.

This year, Tampa International Airport pickups *will only* be conducted at designated times. De Soto Hosting Committee members will arrange transportation to and from the airport, so it is crucial to complete the attached form or provide us with your flight numbers as soon as possible. *For our late arriving guests*, please consider our De Soto Investiture and Queen's Coronation Ball is Friday evening and we would like for all members of our hard working hosting committee to be able to enjoy it, therefore, we ask that all flight arrangements arriving into Tampa International be made prior to noon on April 28th, 2017. **THERE WILL NOT BE ANY COMPLIMENTARY PICKUPS AFTER THIS TIME.**



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PACKAGE OPTIONS

FESTIVAL ROYAL PACKAGE - VIP ONLY

This package is offered ONLY to your festivals royalty (king, queen, president) and it includes Thursday's *Welcome Gathering* at the hotel hospitality room, the *Dignitary Reception*, the infamous *Goat Party*, Friday's *Pub Crawl* and lunch, the *Black and Gold Royal Dinner* which is hosted by former Hernando de Soto's and the President's Council, the Investiture of Don Hernando and the Coronation of his Queen at the *De Soto Ball*. Saturday includes the *Poolapalooza* party at the Marriott's poolside with a provided light lunch, the *Grand Parade*, the *After Parade Party*, and Sunday's *Adios My Friends Official Visiting Royalty Gift Exchange* breakfast. Transportation to these great events and full access to our Hospitality Suite all weekend long is also included. \$375.00

FESTIVAL GUEST PACKAGE

Visiting Krewes, organization members and their guests, joining us from Thursday to Saturday may purchase this package. Included are Thursday's *Welcome Gathering* at the hotel hospitality room, the *Dignitary Reception*, the infamous *Goat Party*, Friday's *Pub Crawl and lunch*, the Investiture of Don Hernando and the Coronation of his Queen at the *De Soto Ball*, Saturday's *Poolapalooza* party by the hotel's poolside with a lite lunch provided, the *Grand Parade* and the *After Parade Party*. Transportation to these great events and full access to our Hospitality Suite all weekend long is also included. \$300.00

FESTIVAL CONDENSED PACKAGE

For those unable to attend Thursday's events, a Friday/Saturday only package may be purchased, though keep in mind the hotel requires a three night minimum stay. This package includes Friday's *Pub Crawl and lunch*, the Investiture of Don Hernando and the Coronation of his Queen at the *De Soto Ball*, Saturday's *Poolapalooza* party by the hotel's poolside with a lite lunch provided, the *Grand Parade*, the *After Parade Party*, transportation to these great events and full access to our Hospitality Suite Friday and Saturday. \$230

OPTIONAL DINNER AND ACTIVITIES

Wednesday, April 26, 2017, Queen Selection Banquet, 6:00. Enjoy an enchanting meal and witness as the young ladies of the De Soto Queen's Court vies for the honor to represent as the Queen and Princess. \$50.00

Friday, April 28, 2017, Conquistador Feast, 4:00 – 6:00. A delightful buffet meal prior to the De Soto Ball and conveniently situated in one of the Marriott hotel's dining rooms. \$30.00

Sunday, April 30, 2017, Adios My Friend Brunch & VIP Gift Exchange, 8:30 – 10:30. We would like to extend an invitation to all our guests to join the newly invested Hernando de Soto and his Royal Family at this delightful breakfast and Royalty Gift Exchange. \$25.00

Sunday, April 30, 2017, Island Dip, 10:00 – 4:30. Spend a day in paradise. Join us as we shuttle you to Jewfish Key for a day on the water. Snack and drinks included. \$30.00



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EVENTS AND ACTIVITIES SCHEDULE

WEDNESDAY, APRIL 26, 2017 (*Optional*)

Queen Selection Banquet (*Optional*) – This previously, members only event is now open to our guests and visitors. Witness in person as the young ladies of the Queen's Court vie for the title of 2017 Queen and Princess.

All guests, Formal Dress, Bradenton Area Convention Center
Dinner provided, Open Bar

THURSDAY, APRIL 27, 2017

Welcome Gathering – Join us for a kickoff salute to a great festival.

All guests, Casual Dress, Hospitality Room (Rio Vista)
Light hor d'oeuvres, Open Bar

Dignitary Reception – Help us welcome all of you at a beautiful setting on the Manatee River
Ticketed Event, Crewe Casual, Courtyard by Marriott Riverfront
Dinner provided, Open bar.

Goat Party – Hosted by the Old Goats. Lord help us?
All guests, Casual Dress, Somewhere
Cash Bar

FRIDAY, APRIL 28, 2017

Pub Crawl – Jump on a float for a tour of our local favorite establishments.
Complimentary with Package Purchase, Crewe Casual, Who's to say?
Light breakfast, Lunch, Cash Bar

Conquistador Feast (*Optional*) - A delightful buffet dinner prior to the De Soto Ball
All guests, Ball Formal or Crewe Uniform Recommended, Hotel Banquet Room
Optional Dinner, Cash Bar

Black and Gold Royal Dinner - hosted by former Hernando de Soto's and the President's Council
Official Visiting Royalty VIP's ONLY
Invitation Only Event, Ball Formal or Krewe Uniform, Hotel Banquet Room
Dinner Served, Open Bar

De Soto Ball - The Investiture of Don Hernando de Soto and the Coronation of his Queen
Ticketed Event, Ball Formal or Krewe Uniform, Bradenton Area Convention Center
Heavy hor d'oeuvres, Open Bar



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SATURDAY, APRIL 29, 2017

Poolapalooza – A poolside splash bash to help refresh us all from the night before.
Complimentary with your package purchase.
Light lunch provided

Grand Parade - Our illuminated parade entries light up the night with color, music and fanfare like you've never witnessed before. It is ranked as one of the largest and most prestigious parades in the Southeastern United States. Transportation included with package purchase

After Parade Party – Time to relax and unwind after an electrifying festival
Ticketed Event, Krewe Casual, Marriott Rio Vista Banquet Room
Heavy hors d'oeuvres, Open Bar

SUNDAY, APRIL 30, 2017

Adios My Friends (Optional) - Breakfast and Official Visiting Royalty Gift Exchange
Included for **Official Visiting Royalty VIP's**.
Ticketed Event, Krewe Resort, River Palm Room
Breakfast, Cash Bar

Island Dip (Optional) - Spend a day in paradise. Join us as we shuttle you to Jewfish Key for a day on the water. Food and drinks included.

A complete and final schedule of events will be electronically forwarded to your organizations representative approximately two weeks prior to the De Soto Heritage Festival.



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ADIOS MY FRIEND VIP GIFT EXCHANGE

As tradition has it, it is customary for Royal Families to exchange gifts. Our newly invested Hernando de Soto, his Queen, our Captain and his Princess are the recipients of those gifts. Our Society President will in turn gift your participating Royal VIP's. To our non-reciprocating Krewes, should you wish to participate in these exchanges please inform us in advance so that we may in turn recognize your Royal family.



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PACKAGE ORDER FORM

Organization Name: _____

Guest Name: _____ Title: _____

- Festival VIP Complimentary Festival Royal VIP Pkg \$375 Festival Guest Pkg \$300
 - Festival Condensed Pkg \$230 Queen Selection Banquet \$50 Conquistador Feast \$30
 - Adios My Friend Breakfast \$25 Island Dip \$30
- TOTAL _____

Guest Name: _____ Title: _____

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 - Festival Condensed Pkg \$230 Queen Selection Banquet \$50 Conquistador Feast \$30
 - Adios My Friend Breakfast \$25 Island Dip \$30
- TOTAL _____

Please copy as necessary

Registration for all Visiting Royalty and guests is due by March 10, 2017.

Please return completed form to De Soto's Office via email or postal service

Hernando de Soto Historical Society, 6404 Manatee Avenue W, Suite G, Bradenton, Florida 34209.

Checks should be made payable to: Hernando de Soto Historical Society or HDHS



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PACKAGE PAYMENT SUMMARY

In addition to the previous individual package order form, we would like to ask that you summarize your package and event activity order and forward us one check. Please make checks payable to: Hernando de Soto Historical Society or HDHS.

Please return by March 10, 2017 to
 Hernando de Soto Historical Society
 6404 Manatee Ave W., Suite G
 Bradenton, Florida 34209.

Festival or Organization Name: _____

Package Type	Quantity	Price	Total
Festival Royal VIP Package <i>(Complimentary VIP packages as stated on page 2)</i>		0.00	
Festival Royal VIP Package <i>Current VIP's only. (King, Queen, President)</i>		\$375.00	
Festival Guest Package		\$300.00	
Festival Condensed Package		\$230.00	
Optional Meals and Events			
Queen Selection Banquet		\$50.00	
Conquistador Feast <i>(Buffett dinner at the Courtyard Marriott)</i>		\$30.00	
Adios My Friend Breakfast		\$25.00	
Sunday Island Dip <i>(Includes transportation to Jewfish key, lunch and drinks)</i>		\$30.00	
Total Price			



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ORGANIZATION INFORMATION

So that we may update our records, please provide us with your organization's complete information.

Organization: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Web: _____

LEAD CONTACT INFORMATION

Please provide us with the lead contact information for your group. This is essential for delivering updated correspondence during the festival.

PRIMARY

Name: _____ Title: _____

Mobile: _____ Other: _____

E-mail: _____

SECONDARY

Name: _____ Title: _____

Mobile: _____ Other: _____

E-mail: _____





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DELEGATION INTRODUCTIONS

Please list below the names of your Royal Family, Dignitaries or VIP's in the order that they are to be introduced, including their official announced title. Please note, ONLY Official Krewe members will be introduced

NAME

TITLE

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____



BRADENTON
RIVERFRONT



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GRAND PARADE REGISTRATION

The Grand Parade steps off at 6:30 p.m. Ranked as one of the largest and most prestigious parades in the South, the dazzling and exciting De Soto Heritage Festival Grand Parade is truly a sight to behold for all ages. Over 150 illuminated parade entries light up the night with color, music and fanfare like you've never witnessed before! Starting at Manatee High School, the parade route goes west on Ninth Avenue, north along 39th Street West to Manatee Avenue and then turns eastwards to Downtown Bradenton to Ninth Street West. Make sure your family and friends don't miss the De Soto Heritage Festival Grand Finale.

If your organization or festival is planning on attending with your float, and you are planning on participating in the Grand Parade please visit <http://www.desotohq.com/events/grand-parade-2/> and complete the required forms. If you are not bringing a float for the parade, please be prepared and ready to board the shuttle to the staging location.

ALL FLOATS MUST BE STAGED BY 3:00 PM. Please make arrangements with your float staff and allow sufficient time for staging operations. Shuttles delivering Krewe members from the hotel to the staging location at Manatee High School will begin running at approximately 4:15. We ask that all visiting krewes PLEASE be considerate of our **NO ALCOHOL POLICY** on school grounds. The Grand Parade committee will be strictly enforcing this Manatee County School Board ordinance.



BRADENTON
RIVERFRONT