

# 2017 FESTIVAL SPONSORSHIP AGREEMENT

FOR OFFICE USE ONLY
☐ APPROVED FOR SPRING 2017
☐ APPROVED FOR FALL 2017
□ PAYMENT RECEIVED
□ LOGO/MATERIALS RECEIVED

ponsor the Crozet Arts and Crafts Festival and associate your business with a thriving and highly anticipated local event catering to a broad clientele ranging from serious art afficionados to casual shoppers, and welcoming many families out for a fun-filled, wholesome weekend event in the foothills of the Blue Ridge Mountains. The Crozet Arts and Crafts Festivals is held in support of the non-profit, community owned and operated Claudius Crozet Park, meaning your Sponsorship of the Festivals also directly benefits this 22-acre Park and its many community resources and events.

We are committed to offering our Sponsors the full value of being a part of the Crozet Arts and Crafts Festivals through promotion, visibility, and marketing opportunities. We recognize that each Sponsor is unique, with different products, services, marketing strategies, and business objectives, and we look forward to designing a Sponsorship plan to meet your individual requirements.

# Sounds good? Send this agreement in today!

Sponsors must be approved by April 1 for the Spring Festival and Sept 1 for the Fall Festival to be included in the Official Festival Program.

□ SPRING 2017 □ FALL 2017	
	COMPANY NAME/SPONSORSHIP LISTING
☐ We would like to participate as the Sponsor of	
	CONTACT PERSON
In the amount of	ADDRESS
☐ We would like to discuss an individualized Sponsorship arrangement. Please contact us.	CITY STATE ZIP
	EMAIL
☐ We recognize the importance of the Crozet Arts and	
Crafts Festival at Claudius Crozet Park to our community and, instead of sponsorship, we wish to make a charitable	PHONE
donation in the amount of	WEBSITE
Name for donation acknowledgement listing in Festival	
Program and on website	FACEBOOK
	☐ Check enclosed ☐ Payment made via credit card*  *credit card payments can be made on the Sponsor page of our website www.crozetfestival.com

## **Crozet Arts and Crafts Festival**

PO Box 444 • Crozet, VA 22932 • www.CrozetFestival.com Amanda Polson, Festival Director Festival@CrozetFestival.com • 434.326.8284

# SPONSORSHIP OPPORTUNITIES

# **SPONSORSHIP BENEFITS**

#### PRESENTING SPONSOR

\$15,000

The Presenting Sponsorship is reserved for a single company/business whose name will be identified with the Festival in all marketing materials, press releases, advertising, and promotions as "Crozet Arts and Crafts Festival, presented by Your Company".

#### **ENTERTAINMENT SPONSOR**

\$5,000

The Entertainment Sponsorship is reserved for a single company/business whose name will be identified with the Festival Stage in all marketing materials, press releases, advertising, and promotions.

#### **EXHIBITOR RECEPTION**

\$2,000

The Exhibitor Reception Sponsor will receive recognition at our Saturday Evening catered dinner, where Exhibiting Artists can mingle and relax, and where we present our Festival Awards.

## **AREA SPONSOR**

\$1,500

Area Sponsorships are available for special sections of the Festivals, including the Beer & Wine Tent, Children's Area, and Information Booth/Park Cafe.

## SPECIAL PERFORMANCE SPONSOR \$200-\$1000

Sponsor additional Entertainment and Performances to take place around the Festival grounds. Sponsors will be identified with the Performance in all marketing materials and advertising.

## **EXHIBITOR AWARD**

\$150-\$1000

Sponsors are invited to present your own Exhibitor Award at our Saturday Evening Reception.

FREE RAFFLE SPONSOR	\$900
POSTCARD SPONSOR	\$800
POSTER SPONSOR	\$700
T-SHIRT SPONSOR	\$600
PROGRAM SPONSOR	\$500
FESTIVAL BUTTON SPONSOR	\$400

#### PRESENTING SPONSOR

- Feature article in official Festival Program
- Feature article posted on Festival website
- 25 Festival tickets
- 25 Festival buttons
- 25 Festival t-shirts
- Sustaining Sponsor, Supporting Sponsor, and Friend of the Festival benefits as listed below

# SUSTAINING SPONSOR (\$2,000 AND ABOVE)

- 20 Festival tickets
- If Entertainment Sponsor, opportunity to introduce all main-stage Performers
- If Exhibitor Reception Sponsor, opportunity to present Exhibitor Awards
- Supporting Sponsor and Friend of the Festival benefits as listed below

#### SUPPORTING SPONSOR

(\$1,000-\$2,000)

- 10 Festival tickets
- Opportunity to have booth space on the Festival Grounds
- Your marketing banner hung on Festival Grounds
- Friend of the Festival benefits as listed below

## FRIEND OF THE FESTIVAL (\$400-\$1,000)

- 5 Festival tickets
- Your logo on Sponsor Banner hung on Festival grounds
- Your logo in Festival Program, on Festival Postcards, and on Festival website with a link
- Acknowledgement on Festival Social Media
- Discounted ad placement in Festival Program

NOTE: Exhibitor Award Sponsors and Special Performance Sponsors at any amount will have opportunity to present award/introduce Performer and will be acknowleged in any marketing of award/performance.

We are happy to discuss any other Sponsorship ideas!

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