



Sponsorship Information

May 21, 2016

All Day

EVENT LOCATION

Fireman's Field Park

Purcellville, Virginia

Free to the Public

Rain or Shine Event

purcellvilleva.gov

PurcellvilleParksandRec on Facebook

Join Us....

We are inviting businesses to partner with the Town of Purcellville by sponsoring the Purcellville Music and Arts Festival. The purpose of this event is to create a fun community oriented event offering multiple performance areas and highlighting local and regional music, visual and performing arts, food and beverages.

Sponsorship Levels and Benefits

Title Sponsor (Limit 1)

\$2500

- "Headline" recognition prominent logo placement, for instance "the Purcellville Music and Art Festival presented by your company name"
- Sponsor will receive a 10 X 10 space during the event to maximize face to face impressions. (Sponsor provides tent table and chairs)
- Sponsor Booth space will be highlighted on the event map
- Sponsor will have the opportunity to place one banner on site in a mutually agreed upon prominent location (banner provided by sponsor, no larger than 4' X 8')
- Sponsor logo will appear in all media and event collateral including print advertisements, fliers, posters, blogs, Facebook, etc. pertaining to the Purcellville Music and Arts Festival
- Sponsor will receive two reserved parking spaces in the Fireman's field parking lot during the event
- Sponsor will receive placement of its logo and link on the Event website and Purcellville Parks and Recreation Facebook Page
- Sponsor will receive stage announcements throughout the day
- Sponsor will have the opportunity to pass out two mutually agreed upon promotional items at event entrances/exits
- Sponsor will receive recognition on event day signage

Main Stage Sponsor (Limit 1)

\$2000

- Sponsor will receive a 10 X 10 space during the event to maximize face to face impressions. (Sponsor provides tent table and chairs)
- Sponsor Booth space will be highlighted on the event map
- Sponsor will receive an emcee opportunity on the Main Stage
- Sponsor will have the opportunity to place a banner on the Main Stage identifying them as the stage sponsor (banner provided by sponsor, banner dimensions TBD based on stage size)
- Sponsor will have the opportunity to place one banner on site in a mutually agreed upon prominent location (banner provided by sponsor, no larger than 4' X 8')
- Sponsor logo will appear in all media and event collateral including print advertisements, fliers, posters, blogs, Facebook, etc. pertaining to the Purcellville Music and Arts Festival
- Sponsor will receive two reserved parking spaces in the Fireman's field parking lot during the event
- Sponsor will receive placement of its logo and link on the Event website and Purcellville Parks and Recreation Facebook Page
- Sponsor will receive stage announcements throughout the day

- Sponsor will have the opportunity to pass out two mutually agreed upon promotional items at event entrances/exits
- Sponsor will receive recognition on event day signage

Community Stage Sponsor (Limit 1)

\$1500

- Sponsor will receive a 10 X 10 space during the event to maximize face to face impressions. (Sponsor provides tent table and chairs)
- Sponsor Booth space will be highlighted on the event map
- Sponsor will receive an emcee opportunity on the Community Stage
- Sponsor will have the opportunity to place a banner on the Community stage identifying them as the stage sponsor (banner provided by sponsor, banner dimensions TBD based on stage size)
- Sponsor will have the opportunity to place one banner on site in a mutually agreed upon prominent location (banner provided by sponsor, no larger than 3' X 5')
- Sponsor logo will appear in all media and event collateral including print advertisements, fliers, posters, blogs, Facebook, etc. pertaining to the Purcellville Music and Arts Festival
- Sponsor will receive two reserved parking spaces in the Fireman's field parking lot during the event
- Sponsor will receive placement of its logo and link on the Event website and Purcellville Parks and Recreation Facebook Page
- Sponsor will receive stage announcements throughout the day
- Sponsor will have the opportunity to pass out one mutually agreed upon promotional flyer at event entrances/exits
- Sponsor will receive recognition on event day signage

PREMIUM SPONSOR (Limit 2)

\$1000

- Sponsor will receive a 10 X 10 space during the event to maximize face to face impressions. (Sponsor provides tent table and chairs)
- Sponsor will have the opportunity to place one banner on site in a mutually agreed upon prominent location (banner provided by sponsor, no larger than 3' X 5')
- Sponsor logo will appear in all media and event collateral including print advertisements, fliers, posters, blogs, Facebook, etc. pertaining to the Purcellville Music and Arts Festival
- Sponsor will receive two reserved parking spaces in the Fireman's field parking lot during the event
- Sponsor will receive placement of its logo and link on the Event website and Purcellville Parks and Recreation Facebook Page
- Sponsor will receive stage announcements throughout the day
- Sponsor will have the opportunity to pass out one mutually agreed upon promotional flyer at event entrances/exits
- Sponsor will receive recognition on event day signage

MAJOR SPONSOR (Limit 4)

\$800

- Sponsor will receive a 10' X 10' space during the event to maximize face to face impressions (Sponsor provides tent table and chairs)
- Sponsor logo will appear in all media and event collateral including print advertisements, fliers , posters, blogs, Facebook, etc. pertaining to the Purcellville Music and Arts Festival
- Sponsor will receive placement of its logo and link on the Event website and Purcellville Parks and Recreation Facebook Page
- Sponsor will receive recognition on event day signage
- Sponsor will receive stage announcements throughout the day

KEY SPONSOR (Limit 4)

\$600

- Sponsor will receive placement of its logo and link on the Event website and promotion Purcellville Parks and Recreation Facebook Page
- Sponsor will receive stage announcements throughout the day
- Sponsor will receive recognition on event day signage

CONTRIBUTING SPONSOR (Limit 4)

\$400

- Sponsor will receive placement of its logo and link on the Event website and promotion on Purcellville Parks and Recreation Facebook Page
- Sponsor will receive recognition on event day signage

Purcellville Music and Arts Festival Sponsor Application

Company/Organization: _____

Contact Person: _____

Company Address: _____

City/State/Zip: _____

Email Address: _____

Office Phone: _____

Cell Phone: _____ Fax: _____

Please select your level of Commitment

_____ Title Sponsor \$2,500 (limit 1)

_____ Main Stage \$2000 (limit 1)

_____ Community Stage \$1500 (limit 1)

_____ Premium \$1,000 (limit 2)

_____ Major \$800 (limit 4)

_____ Key \$600

_____ Contributing \$400

_____ Partner – In Kind Gift (must be approved by the Parks and Recreation Board)

Please describe: _____

Payment Information

The Town of Purcellville does not accept credit cards; please make checks payable to the Town of Purcellville.

Mail or drop off to:

*The Town of Purcellville
221 S. Nursery Avenue
Purcellville VA 20132*