



Sponsorship Opportunities for the 2017 Purcellville Music and Arts festival

May 20th, 2017

Fireman's Field
Purcellville, Virginia

JOIN US FOR MUSIC, ART, AND FUN...

We are inviting you to partner with the Town of Purcellville Parks and Recreation Advisory Board by sponsoring the Purcellville Music and Arts Festival. This event is a fun community oriented event offering multiple performance areas and highlighting local and regional music, visual and performing arts, food and beverages.

To see the 2016 participants go to:

www.purcellvillemusicandartsfestival.com



TITLE SPONSOR BENEFITS

(LIMIT 1)

- “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’)



TITLE SPONSOR BENEFITS CONTINUED (LIMIT 1)

- 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

Investment

\$2500



MAIN STAGE SPONSOR BENEFITS (LIMIT 1)

- 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)



MAIN STAGE SPONSOR BENEFITS CONTINUED (LIMIT 1)

- 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 have the opportunity to pass out two mutually agreed upon promotional items at event entrances/exits

Investment

\$2000



COMMUNITY STAGE SPONSOR BENEFITS (LIMIT 1)

- 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



COMMUNITY STAGE SPONSOR CONTINUED (LIMIT 1)

- 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 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

Investment

\$1500



PREMIUM SPONSOR BENEFITS (LIMIT 2)

- 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



PREMIUM SPONSOR CONTINUED

(LIMIT 2)

- 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

Investment

\$1 000



MAJOR SPONSOR BENEFITS

(LIMIT 4)

- 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 Facebook Page
- Sponsor will receive recognition on event day signage
- Sponsor will receive stage announcements throughout the day

Investment

\$800



KEY AND CONTRIBUTING SPONSORS (UNLIMITED)

KEY SPONSOR

- 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

Investment \$600

CONTRIBUTING SPONSOR

- 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

Investment \$400



SPONSORSHIP LEVEL BENEFIT COMPARISON GRID

Benefit	Contributing	Key	Major	Premium	Community Stage Sponsor	Main Stage Sponsor	Title Sponsor	Full Description
Logo and Link on event website, social media, and event day signage	✓	✓	✓	✓	✓	✓	And Purcellville Town Website	Sponsor will receive placement of its logo and link on the Event website, social media mentions and recognition on event day signage
Stage Announcements		✓	✓	✓	✓	✓	✓	Sponsor will receive stage announcements throughout the day
Sponsor logo on all media and collateral			✓	✓	✓	✓	✓	Sponsor logo will appear in all media and event collateral including fliers, posters, print advertisements, press releases, blogs, Facebook, etc.
Booth space			(10 x 10)	(10 x 10)	(10x10) in premier location	(10x10) in premier location	(10x20) in premier location	Sponsor will receive booth space during the event to maximize face-to-face impressions. (Sponsor provides tent, table and chairs)
Two reserved parking spaces at Fireman's Field				✓	✓	✓	✓	Two reserved parking spaces in the Fireman's field parking lot during the event
Place banner on-site				(1) 3' x 5'	(1) 3' x 5'	(1) 4' x 8'	(1) 4' x 8'	Sponsor will have the opportunity to place banner(s) on site in a mutually agreed upon prominent, non-stage location (banner provided by sponsor)
Promotional item distribution at entrance/exit points				(1) Flyer only	(1) Flyer only	(2) May be item & flyer	(2) May be item & flyer	Sponsor will have the opportunity to pass out mutually agreed upon promotional item(s) at event entrances/exits
Highlighted booth location on event map					✓	✓	✓	Sponsor booth to be highlighted on event map/program
Stage Sponsor					Community Stage	Main Stage		Banner placement on Stage, Emcee opportunity
"Headline" recognition, prominent logo							✓	"Headline" recognition, prominent logo in many places, mention at every announcement, creative representation. Front page logo placement on program; main stage prize presentation opportunity
Available Slots	4	4	4	2	1	1	1	
	\$400	\$600	\$800	\$1,000	\$1,500	\$2,000	\$2,500	

CONTACT INFORMATION

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Town of Purcellville

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