



**WEST VIRGINIA COAL FESTIVAL
SPONSOR PROPOSAL 2025**

2025 WV COAL FESTIVAL

Festival Dates: June 17-21, 2025

Event hosted by the City of Madison, WV

Event estimated attendance 50,000+ over 5 days!

Celebrates the heritage of coal in WV and honors our miners

Events: Grand Parade, Live Concerts, Vendors, Miner's Memorial Service, Coal Heritage Museum, Pet show, Mullet Contest, Carnival, Car Show, Bike Night, Jeep/SXS show, Magic Show, Carnival and much much more!





BRONZE SPONSORSHIP

- Bronze Sponsor- \$1500
- Display recognition during event.
- 1/4 page color ad in the festival program book
- Recognition on all social media platforms including logo
- 2 Commemorative T-shirts



SILVER SPONSOR

- Silver Sponsor- \$3000
- Year long display advertisements on the official website
- Display recognition during festival
- 4 VIP seating for all entertainment including meet & greet
- Recognition from the stage during one night of festival, plaque presentation
- Social media and additional display of logo on the official website
- 1/2 page color ad in the Official Souvenir Program book
- Exhibit/Sales space at the festival
- 4 commemorative T-Shirts



GOLD SPONSOR

- Gold Sponsor- \$6000
- Year long display advertisements on the official website
- Display recognition during festival in multiple locations
- Full ownership of two individual festival events of choice
- 8 VIP seating for all entertainment events, including meet & greet
- Recognition from the stage during the festival, plaque presentation
- Full promotion from the WV Coal Queens year long, also available for special appearances.
- Social media and additional display of logo on the official website
- 8 commemorative T-shirts
- Full two page color ad in the Official Souvenir Program book
- Exhibit/Sales space at the Pageant Event



PRESENTING SPONSOR

- Presenting Sponsor- \$10,000
- Official naming rights sponsor of the WV Coal Festival. Our guest at every event and recognized nightly.
- Year long display advertisements on the official website.
- Display recognition during festival and all events associated with the festival year round and name/logo on all signage.
- 12 VIP seating to all entertainment to the pageant
- Announcement of all entertainment onstage.
- Full promotion from the WV Coal Queens year long, also available for special appearances subject to availability
- Social media and additional display of logo on the official website and all social media platforms
- Keynote speaker during all official events year long
- Full two page color ad on front and back covers in the Official Souvenir Program book
- Premier Exhibit/Sales space at the festival
- Any additional requirements can be added upon request

EVENT Sponsor Opportunities



- Pet Competition - \$500
- Jeep/SXS Competition - \$500
- Pie-eating Contest - \$500
- Bike Night Show - \$500
- Gospel Night - \$5000
- Cornhole Tournament - \$1500
- Queen's Pageant - \$4000
- Kid's Pageant - \$1500
- Program Book - \$2500
- Fireworks - \$10,000
- Festival T-Shirts - \$2500
- Magic Show - \$2500
- Free Face-painting for all kids - \$2500
- Entertainment/Concerts - \$50,000

***These events can have multiple sponsors in order to reach the desired amount needed above.**



CUSTOM SPONSOR

- Would you like to add something different to the packages? Would you like to sponsor a new event?
- Please reach out to us and discuss your ideas!
- Email wvcoalfestival@gmail.com and let's come up with something custom!

YES! I WOULD LIKE TO BE A SPONSOR

- Program Ad only – 1/4 page \$150, 1/2 page \$300 and full page \$500
- Bronze Sponsor - \$1500
- Silver Sponsor - \$3000
- Gold Sponsor - \$6000
- Presenting Sponsor - \$10,000
- Event Sponsor: Various
- Custom Sponsor – Create with WV Coal Festival Board for best package.



Contact Us today to determine how we can help promote your business! Please feel free to find us on all social media platforms. Looking forward to celebrating our 31st Annual WV Coal Festival in 2025 with you!

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