

EVENT OPPORTUNITIES SPONSORSHIP 2020



THANK YOU for taking a moment to consider sponsoring one of the many family-friendly events hosted by the Town of Unicoi throughout the year. Event sponsorships are an excellent way for businesses to give back to the community while simultaneously marketing their brands to a specific and engaged audience.

While any sponsorship amount is helpful and greatly appreciated, the list below will help you understand the opportunities for promotion of your brand as well as the size and type of audience for each event.

This list will detail available sponsorship levels for each event and can assist in the budgeting process. Actual payment of the committed level may be made in one lump sum up-front, or may be paid two weeks prior to any event.

Please indicate your desired commitment level for each event and then select your method of payment at the end:

MAY Strawberry Festival / May 16 / Estimated 4,000 - 5,000 attendees

100+ Craft Booths - 5 Bands - Food Vendors - Inflatables - Pony Rides - Recipe Contest - Scott's Strawberries!!!

- \$1,000 All-Star Sponsor:** Mention in Event Title (Wayne Scott Strawberry Festival presented by “_____” + Recognition on TV/Radio Promos + Logo on all Marketing Materials + Logo on Stage Banner and T-Shirt + Recognition on social media and in press releases. *Commitment must be signed prior to April 1 for inclusion on all materials.*
- \$500 Strawberry Stage Sponsor:** Logo on Stage Banner and T-shirts + Possible Mention on TV/Radio Promos + Recognition on social media and in press releases. *Commitment must be signed prior to April 1 for inclusion on all materials.*
- \$400 Strawberry Fun Patch (Kids' Inflatables) Sponsor:** Logo on Strawberry Fun Patch Banner + Possible Mentions on TV/Radio Promos + Recognition on all marketing materials, social media and in press releases. *Commitment must be signed prior to May 1 for inclusion on all materials.*
- \$200 T-Shirt Sponsor** Logo on Festival T-shirt (sold in visitor center all year) + Recognition in press release + Possible mentions on social media.
- General Sponsor:** Any amount lower than \$200 will receive promotion in all press releases.

Sponsorship Amount: _____

JUNE - JULY - AUG Movies in the Park / One Friday per month / 50-100 attendance per event

Concessions - Family-Friendly Movie - Games/Activities Prior to Movie - Back-2-School Blowout in August

- \$100 Movie Sponsor:** Mention in Event Title (i.e., Disney's Frozen 2 presented by “_____” + Recognition on TV/Radio Promos + Logo on Marketing Materials + Recognition on social media and in press releases. *Commitment must be signed prior to May 1 for inclusion on all materials.*
Available Movies: Frozen II / Aladdin / Doolittle
- Concession Sponsor:** ONLY 1 AVAILABLE PER EVENT - Recognition on TV/Radio Promos + Logo on Marketing Materials + Recognition on social media and in press releases. - Any Non-Profit organization or company donating proceeds to a local charity may handle concessions. *The sponsor must provide the volunteers to staff the booth and will be responsible for the cost of all food products. The menu must include popcorn, among other offerings and the town has a popcorn machine available for use if needed. Prices must be kept similar to past movie events held by the town.*

Items to be sold: _____

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JUNE - OCT Unicoi Farmers Market & Community Yard Sale / Tuesdays / Season est. 1,000+

Farm Vendors - Craft Vendors - Yard Sale Vendors - Occasional Food Trucks

- \$100 Vendor of the Season Award Sponsor:** Cash prize for vendor who attended the most markets. TV/Radio Promos + Logo on Marketing Materials + Recognition on social media and in press releases. *Commitment must be signed prior to May 1 for inclusion on all materials.*
- Activity Sponsor:** Your Company/Organization is welcome to setup a family-friendly activity at the market. The activity must be related to healthy, natural foods OR a trade craft such as forging, jewelry making, pottery, etc. This is a FREE sponsorship, but an educational demonstration or learning-based activity intended for customer participation must be provided.

Sponsorship Amount: _____

JULY Freedom Fest / July 4 / Estimated 5,000+ attendees (drawing from Elizabethton, Johnson City and North Carolina)

Fireworks Spectacular - 3 Bands Perform Live - FREE Glowsticks - Food - Family Fun

- \$1,000 Title Sponsor:** Mention in Event Title (Unicoi's Freedom Fest presented by _____" + Recognition on TV/Radio Promos + Logo on all Marketing Materials + Logo on Stage Banner + Recognition on social media and in press releases. *Commitment must be signed prior to May 29 for inclusion on all materials.*
- \$500 Stage Sponsor:** Logo on Stage Banner + Logo on all Marketing Materials. *Commitment must be signed prior to May 29 for inclusion on all materials.*
- General Sponsor:** Any amount lower than \$500 will receive promotion in all press releases and possibly on social media. *Commitment must be signed prior to June 15 for inclusion on all materials.*

Sponsorship Amount: _____

SEP Pinnacle Trail Challenge / Sept 26 / Estimated 30 racers + family members + volunteers

ALL proceeds benefit Second Harvest Food Bank of East Tennessee - 4.8 Mile Race Up Buffalo Mountain to Pinnacle Fire Tower

- \$200 T-Shirt Sponsor:** Logo on Race T-shirt (sold in visitor center all year) + Recognition in press release. *Commitment must be signed prior to August 15 for inclusion on all materials.*
- Product Donation:** Water, fruit, granola bars and other healthy refreshments are needed for participants to enjoy after the race as they await the awards ceremony. A small recognition sign within the food display is included for brand promotion.
- Gift-Bag Donation:** Promotional items related to healthy living/outdoor activities can be included in race bags.

Description of Promotion Item: _____

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NOV Christmas Parade Awards / Nov 29 / Estimated 30+ entries

Floats judged prior to parade so they can carry a "Winner Sign" with sponsor logo.

- \$100 Best Business Float Sponsor:** Logo on Title Sign (displayed on float) + Recognition in press release
Commitment must be signed prior to August 15 for inclusion on all materials.
- \$100 Best Community Float Sponsor:** Logo on Title Sign (displayed on float) + Recognition in press release
Commitment must be signed prior to August 15 for inclusion on all materials.

DEC Holiday Decoration Contest Awards / Dec 17 / Estimated 5+ entries

Open to Town of Unicoi residents ONLY.

- \$25 Best Holiday Theme Sponsor:** Logo on Marketing Materials + Recognition in press release and all other announcements regarding contest
Commitment must be signed prior to October 15 for inclusion on all materials.
- \$50 Best Use of Lights Sponsor:** Logo on Marketing Materials + Recognition in press release and all other announcements regarding contest
Commitment must be signed prior to October 15 for inclusion on all materials.
- \$75 Best Residential Display Sponsor:** Mentions on TV + Logo on Marketing Materials + Recognition in press release and all other announcements regarding contest
Commitment must be signed prior to October 15 for inclusion on all materials.
- \$75 Best Business Display Sponsor:** Mentions on TV + Logo on Marketing Materials + Recognition in press release and all other announcements regarding contest
Commitment must be signed prior to October 15 for inclusion on all materials.

METHOD OF PAYMENT Please select the payment method that works best with your budget:

- | | |
|---|---|
| <input type="checkbox"/> Check included with form | <input type="checkbox"/> Invoice - LUMP SUM |
| <input type="checkbox"/> Invoice - QUARTERLY | <input type="checkbox"/> Invoice - 2 WEEKS PRIOR TO EVENT |

Business Name _____

Billing Address _____

Authorizing
Manager (Title) _____ (Signature) _____

Sponsorship secured by: _____

For more information, contact Trish Bennett at (423) 735-0517 or email recreationaide@unicoitn.net.