

KING WILLIAM

County Fest Sponsorship Packet

Presented By: King William County Parks and Recreation

August 19, 2017

11:00am-5:00pm

King William Rec Park

We need all sponsorship forms turned in by August 04, 2017 to ensure enough time to have items ordered and printed.

What is County Fest?

King William County Parks and Recreation will be hosting a Community event on Saturday August 19, 2017. This event will be a great way for the citizens of King William to come together and enjoy a day filled with food, music, and all around fun that the entire family will enjoy.

County Fest will be a great opportunity for local businesses and Organizations to reach out to the community!

Why Consider becoming a sponsor?

There is nothing like the face to face opportunity to promote your products or services to an appropriate audience. The King William Parks and Recreation offers a variety of sponsorship opportunities that will meet your needs.

Sponsorship Options

The King William County Fest has four different sponsorship opportunities to provide your business with a creative branding opportunity.

Our Community event offers you:

- Access to a customer base of event attendants
- Fun, family-oriented event with broad appeal
- Print and electronic promotional efforts to support this event

Sponsorship visibility

- King William County Parks and Recreation offers many great ways for our sponsors to be seen by both current and potential customers. Consider participating in our events to achieve maximum value from your sponsorship. We work to customize efforts to put your name and product in front of the public in an effective and exciting way. Here are just some of the opportunities available to our sponsors
- ✓ Personalized company merchandise to give out in event goodie bags
- ✓ Verbal Acknowledgement at the event
- ✓ Business Logo Included on the Banner
- ✓ Company Banner displayed at the event welcome tent

Take a look at our various sponsorship options and benefits in the below chart.

KW County Fest Sponsorship Options and Benefits

Benefit	Friend \$75	Supporter \$150	Gold \$300	KW County Fest Title Sponsor \$500
Reserved space to showcase your product or service	10x10	10x10	10x10	10x10 - includes tent, table and 2 chairs
Business identified as sponsor in event press releases and on event banner	•	•	•	•
Sponsor items in event goodie bags	•	•	•	•
Verbal acknowledgement at event		•	•	•
Business logo included on event banner		•	•	•
Business identified as sponsor on Parks and Recreation web page		•	•	•
Sponsor parking passes			•	•
Company banner displayed on band stage			•	•
Company banner displayed at event welcome tent				•
Exclusive rights to display or sell business products				•

Contact us

We would appreciate the chance to talk with you about the many opportunities available to expand your customer base, and to discuss the privilege of your Organization or Business sponsoring our event. Please contact us so that we can set you up with the perfect package for you and your business/ organization!

Afox@kingwilliamcounty.us

(804) 769-4981

tjohnson@kingwilliamcounty.us

(804) 769-4923

Sponsorship Commitment Form

Sponsor Name: _____

(Exactly how you would like it shown in press releases or banner listing)

Business (if different than sponsor): _____

Address: _____

City: _____ State: _____

Zip: _____

Contact Person: _____

Email: _____

Office Phone: _____

We need all sponsorship forms turned in by August 04, 2017

King William County Fest Sponsorship Options

☐ Friend (\$75)

☐ Gold (\$300)

☐ Supporter (\$150)

☐ Title Sponsor (\$500)

Please make all checks payable to King William P&R

You can bring this form to our office:

180 Horse Landing Road, King William VA, 23086

Or submit it by mail:

180 Horse Landing Rd #4, King William VA, 23086

We would like to thank you in advance for your support of this event.