



## 2012 International Dogwood Festival Sponsorship Opportunities

### **Main Stage Sponsor \$15,000**

Main Stage Benefits: 3 Full Days exposure to in excess of 75,000 people with a premier banner and stage signage. A professional made commercial to air on Channel 19 TV and local cable, recognizing your Sponsorship. Your logo will be featured on billboards located in Winchester and surrounding Interstate locations, plus printed on materials distributed for the 2012 festival. Your logo will appear on a slide show to air on Channel 12 and printed on the back of staff shirts (approx. 300) to be worn during the festival. Free booth space on the Square during the event to showcase your company. A premier ad scrolling on the International Dogwood Website plus weekly recognition on the Dogwood Festival FaceBook page as a Main Stage Sponsor linking your company to the various Entertainer's Websites and FaceBook pages beginning 8 weeks prior to the Festival and continuing through the First Week in May, 2012. Friday night VIP seating for up to six. Saturday dinner for up to six at Arezzo's with VIP seating for the Main Stage with backstage passes to meet & greet the Headliner Group.

### **Headliner Sponsor \$10,000**

Headliner Benefits: Premier banner and stage signage Saturday, the day the Headliner Group is featured. Headliner Sponsors will have banner signage (with your logo) displayed on the grounds during the event. A professional made commercial will be produced to air on Channel 19 TV and local cable, recognizing your Sponsorship. Your logo will appear on a slide show to air on Channel 12 and printed on back of staff shirts (approx. 300) to be worn during the festival and after. Your logo will be scrolled on the International Dogwood website as a Headliner Sponsor, plus weekly posting on the Dogwood Festival FaceBook page beginning the first week in April through the week of the festival with a link to the Headliner's Website. Free booth space on the Festival Theme Street during the Festival to showcase your company. Up to 4 VIP seats for Main Stage Entertainment Friday and Saturday with backstage passes to meet & greet the Headliner Group Saturday.

### **Platinum Sponsor \$5,000**

Platinum Benefits: Premier ad (with your logo) on International Dogwood Festival website and weekly posting on the Dogwood Festival FaceBook page as a Platinum Sponsor. Professional made commercial to air on Channel 19 TV and local cable. Your logo will appear on a slide show to air on Channel 12 and printed on back of staff shirts (approx. 300) to be worn during the festival and after. Free booth space during the event to showcase your company and signage (with your logo) during the event on the festival grounds. Up to 4 VIP seats for the Main Stage Entertainment Fri. and Sat.

### **Gold Sponsor \$2,000 Minimum**

Gold Sponsor Benefits: Premier ad (with your logo) on International Dogwood Festival website, Professional made commercial to air on Channel 19 TV and local cable. Your logo will appear on a slide show to air on Channel 12. Free booth space during the event to showcase your company and signage (with your logo) during the event at the VIP Seating area.

### **Silver sponsor \$1,000 Minimum**

Silver Sponsor Benefits: Ad Listing (no logo) on the International Dogwood Festival website, Signage (with your logo) on festival grounds during the event. You will receive verbal recognition as a sponsor of the daytime entertainment during the daytime entertainment.

### **Bronze Sponsor \$500 Minimum**

Bronze Sponsor Benefits: Ad listing (no logo) on the International Dogwood Festival website. You will receive verbal recognition as a sponsor of the daytime entertainment during the daytime entertainment.

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Presentation Photos of Sponsorship Dollars being presented to the Steering Committee will be published in the Herald-Chronicle upon request. Our goal is to give each sponsor as much recognition as possible for their contribution toward providing Free Entertainment and Kidz Zone during the 2012 International Dogwood Festival. We would not be able to have this award winning festival with you support!