

Summer Festival's 34th Year Sponsorship Package

WHAT'S OUR WHAT , WHEN & WHERE?

It's the Washington Summer Festival on June 9th and 10th on the Washington Waterfront. This event has a 34 year history and is free and open to the public.

WHAT'S OUR WHY?

The Chamber has held the Summer Festival since 1983 as its major fundraiser. It now accounts for 50% of the budget for the Washington-Beaufort County Chamber for the year. It is our major fundraiser and how we keep our doors open to do what we do. When you support the Summer Festival you are supporting the Chamber and what we do on a daily basis. We couldn't do any of it without you.

WHAT'S OUR WHO?

Our who is everyone. We strive to have a festival that has something for everyone. We have The Embers Friday night, fireworks, local nonprofit food vendors raising money for their cause, rides, the Eli Craig Band Saturday night and more. We provide free entertainment for families in our community. It truly is a community-wide event. It's a community festival committed to providing a variety of family-centered activities held downtown and around town. This is done to entertain, promote new business, enhance a positive community image, attract visitors, share the cultural and recreational opportunities of our community, promote the education of our rich history and foster civic pride. Our goal is to provide "Something for Everyone."

WHAT DO YOU GET FOR YOUR SUPPORT?

As a premier event in Eastern NC, the Washington Summer Festival continues to maintain a strong media profile. The festival maintains an excellent relationship with local media including WITN TV 7, the Washington Daily News, and The Bridge 98.3. A comprehensive event schedule is produced and distributed throughout the community via local media sources like the Washington Daily News and placed in public areas throughout NC as well as through many social media venues. Press releases are issued to print and broadcast media sources locally and in surrounding areas. Live interviews are performed by the staff and committee. TV coverage will be provided during the festival and an event schedule will be distributed throughout Beaufort County. Several websites will have the schedule of events including the Chamber's website that receives the most hits in June. WITN TV 7 has agreed to be a major media sponsor again this year and will put together a commercial with Wave level and up sponsors as well as provide advertising on their website and WITN 7.2. The Washington Daily News has agreed to be a major media sponsor again this year and will partner with the Chamber to recognize sponsors in their paper leading up to the event. We also have banners up during the event with sponsor logos.

2017 Sponsorship Outline

Public Relations

- Public relations campaign leading up to and during the festival that includes press releases, television, radio and print, social media and website exposure.
- Logo/name listing in the official Washington Summer Festival Schedule with various distribution points
- Permission to use the Washington Summer Festival logo in company promotion

Advertising

- Opportunities for local radio, television, and print advertising
- Inclusion in pre-event releases related to the event and performances
- Logo on banners throughout community and at Main Band Stage

Website

- Wave Level and up sponsors receive logo placement on Chamber's website with a clickable link at prime location on website



2017 Summer Festival Sponsorship Programs June 9th and 10th



Not a Flounder Level \$300.00

- Sponsor name listed in Summer Festival Washington Daily News Ads
- Name listed on banner at Festival
- (5) 2017 Summer Festival T-Shirts

Sea Level \$500.00

- Sponsor Logo in Summer Festival Washington Daily News Ads
- (10) 2017 Summer Festival T-Shirts
- Logo displayed on banner at Festival
- Logo Space in 2017 Summer Festival Schedule of Events

Wave Level \$1,000.00

- Logo/Company included in all WITN-7 television and website advertising & Washington Daily News advertising
- Logo on Summer Festival banner placed around town the week of festival and during Festival
- (12) 2017 Summer Festival T-Shirts
- Company name listed on all emails sent out by the Chamber under 110% Investor
- Logo Space in 2017 Summer Festival Schedule of Events
- Company logo and link located on Chamber website, which gets over 1 million hits per year, for 2017 Festival Sponsor (stays on website for 1 year)

Crab Level – Major Sponsor \$2,000.00

- Logo/Company included in all WITN-7 television and website advertising & Washington Daily News advertising
- Special Thank You at Band performance on Friday & Saturday night
- (15) 2017 Summer Festival T-Shirts
- Logo displayed on banner at Festival
- Company name listed on all emails sent out by the Chamber under 110% Investor
- Special recognition as a major sponsor in 2017 Summer Festival Program Schedule of Events
- Company logo and link located on Chamber website, which gets over 1 million hits per year, for 2017 Festival Sponsor (stays on website for 1 year)

Pamlico Level - Major Event Sponsor \$3,000.00 & up

- Business Name Associated with Major Event at Summer Festival (etc. Band Stage, Fireworks, Bands for Fri. & Sat. night, Children's Entertainment)
- Special Thank You at Band performances on Friday & Saturday night
- Logo/Company included in all WITN-7 website and television advertising & Washington Daily News advertising
- Logo on Summer Festival banner hung around town the week of the festival
- (15) 2017 Summer Festival T-Shirts
- Logo displayed on banner at Main Band Stage for duration of festival
- Company name listed on all emails sent out by the Chamber under 110% Investor
- Special recognition as a major sponsor in 2017 Summer Festival Schedule of Events
- Company logo and link located on Chamber website, which gets over 1 million hits per year, for 2017 Festival Sponsor (stays on website for 1 year)



2017 Summer Festival Media Sponsorship June 9th and 10th

One way to help your company achieve both success and recognition at the Summer Festival is through a sponsorship program. We have designed several programs that offer your company additional visibility not available to others. We have tailored the programs to offer sponsors an opportunity to market their company at a comfortable financial level.

Major Media Sponsor \$5,000.00

AS A MAJOR MEDIA SPONSOR YOU WILL RECEIVE:

- Logo/Company included in all WITN-TV 7 television and website advertising and Washington Daily News advertising
- Special Thank You at band performance on Friday & Saturday night
- Logo on Summer Festival banner hung around town the week of the festival
- (15) 2017 Summer Festival T-Shirts
- Logo displayed on banner at Main Band Stage for duration of festival
- Company name listed on all emails sent out by the Chamber under 110% Investor
- Special recognition as a major sponsor in 2017 Summer Festival Programs
- Company logo and link located on Chamber website, which gets over 1 million hits per year, for 2017 Festival Sponsor (stays on website for 1 year)

2017 Sponsorship Agreement

Please fax to (252) 946-9169, mail to PO Box 665 Washington, NC 27889, or email to jeanne@wbcchamber.com

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Title: _____

Phone: _____ Fax: _____

Email: _____

Sponsorship Level (please check one)

Not a Flounder _____ Sea _____ Wave _____ Crab _____ Pamlico _____

In order to receive recognition in printed materials, sponsorship agreement must be submitted to the Washington-Beaufort County Chamber of Commerce office. Please email company logo to jeanne@wbcchamber.com

Signature: _____ Date: _____

Check Enclosed: _____ Bill Me: _____