

Dear Festival Friend,

For over 65 years, visitors from across the nation have come to the town of Pageland to enjoy the annual Watermelon Festival. Visitors to the area enjoy a watermelon-themed parade, vendors, amusement rides, rodeos, fireworks, a 5k, and more. Festival goers also enjoy musical entertainment from both local and regional bands.

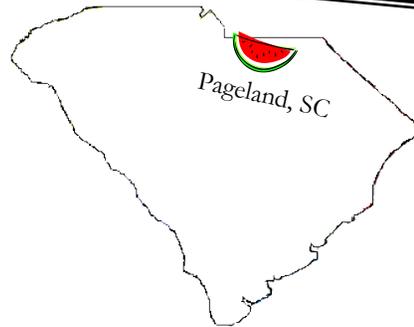
The Pageland Watermelon Festival has grown tremendously over the years, and it is now the largest annual event in Chesterfield County. This award-winning event becomes larger and better each year.

Enclosed you will find various sponsorship opportunities available for the 2017 Pageland Watermelon Festival. I hope that you will take the time to consider sponsoring this great family tradition. If you are interested in a customizable sponsorship experience, please contact me because I would love the opportunity to showcase your business fully!

I hope you are planning to become a sponsor for this year's festival. All contributions are tax deductible and are greatly appreciated. Should you have any questions concerning the event or sponsorships, please do not hesitate to contact me at (843) 672-6400 or through e-mail at darron.kirkley@pagelandwatermelonfestival.com. I hope to see you at the festival!

Sincerely,

Darron Kirkley, Certified Festival Planner
Pageland Watermelon Festival Director



The Pageland Watermelon Festival is proud to be a member of and to be associated with these organizations.



Pageland Chamber of Commerce

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Pageland, South Carolina 29728

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2017 PAGELAND WATERMELON FESTIVAL



Sponsorship Information

www.pagelandwatermelonfestival.com



July 21-22, 2017

**Black Diamond Sponsorship
Presenting Sponsor - \$4,500**

- *exclusivity as the presenting sponsor - The wording will be "Your company presents the Pageland Watermelon Festival." This includes all print, web, mobile, and radio advertising.
- *logo inclusion in all print/web advertising as the presenting sponsor
- *logo inclusion and link on home page as presenting sponsor from the festival website
- *main stage signage
- *unlimited signage throughout the festival (provided by sponsor)
- *exhibitor booth space
- *name recognition on stage during festival events
- *a float in the festival parade
- *ability to distribute business information at Chamber tent and/or through vendor packets
- *logo inclusion on billboard advertisements
- *reserved VIP tent space at festival concerts in the park
- *minimum of 10 various social media links/advertisements

Fireworks Sponsorship - \$3,000

- *exclusivity as the only fireworks sponsor
- *name/logo inclusion in all radio, print, web, and mobile advertising as fireworks sponsor
- *logo inclusion and link on home page as fireworks sponsor from the festival website
- * banners/signs hung throughout festival (provided by sponsor)
- *exhibitor booth space
- *a float in the festival parade
- *name recognition on stage during festival events
- *opportunity to talk during live radio broadcast at the festival
- *minimum of 8 various social media links/advertisements

Main Stage Sponsorship - \$2,500

- *exclusivity as the only corporate sponsor in a field at this level
- *logo inclusion in all print, web, and mobile advertising
- *logo inclusion and link on home page as main sponsor from the festival website
- *main stage signage
- * banners/signs hung throughout festival (provided by sponsor)
- *exhibitor booth space
- *name recognition on stage during festival events
- *a float in the festival parade
- *minimum of 6 various social media links/advertisements

Melon Mile 5k Sponsorship - \$2,000

- *exclusivity as the only Melon Mile 5k sponsor
- *name inclusion in all print advertising
- *logo inclusion on 5k participant t-shirts
- *logo inclusion on 5k registration page
- *logo inclusion and link from festival website
- *exhibitor booth space
- *ability to distribute business information through 5k participant packets
- *complimentary entry in festival parade
- *minimum of 6 various social media links/advertisements

Sugar Baby Sponsorship - \$1,000

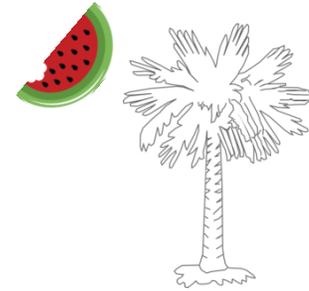
- *logo inclusion in all print advertising
- *logo inclusion and link from festival website
- *exhibitor booth space
- *complimentary entry in festival parade
- *name recognition on stage during festival events
- *signage in festival area
- *social media links/advertisements

Watermelon Slice Sponsorship - \$500

- *logo inclusion in various print advertising
- *logo inclusion and link from the festival website
- *signage at the festival
- *complimentary entry in festival parade
- *exhibitor booth space
- *social media links/advertisements

Watermelon Seed Sponsorship - \$300

- *logo inclusion in various print advertising
- *logo inclusion and link from the festival website
- *signage at the festival
- *complimentary entry in festival parade
- *social media links/advertisements



YES! I will sponsor the 66th Annual Pageland Watermelon Festival.

- ___ Black Diamond Sponsor - \$4,500 (one sponsorship available)
- ___ Fireworks Sponsor - \$3,000 (one sponsorship available)
- ___ Main Stage Sponsor - \$2,500 (two sponsorships available)
- ___ Melon Mile 5k Sponsor - \$2,000 (one sponsorship available)
- ___ Sugar Baby Sponsor - \$1,000
- ___ Watermelon Slice Sponsor - \$500
- ___ Watermelon Seed Sponsor - \$300

Company Name:

Contact Person:

Phone Number/E-mail:

Thank you for your support!

Upon receipt of this document, a formal contract agreement will be issued.