

# Virginia Cantaloupe Festival 2010

Celebrating the 30th Anniversary of the Best Party in Southern Virginia



## **Sponsorship Information Kit** **What does it mean to you?**

Greater Visibility for your Products and Services  
Enhanced Community Image

### **Benefits to the Business Community**

Bringing thousands of visitors and residents of Halifax County to the Virginia Cantaloupe Festival generates business to those participating in the event. The Virginia Cantaloupe Festival will be held Friday, July 23, 2010, 4-10 pm at the Halifax County Fairgrounds.

Sponsorship of this event by your company will align you with one of the most highly anticipated and widely supported events in Halifax County. With major media sponsors, the festival is guaranteed of maximum exposure. This exposure ensures your message will reach beyond demographics, regional communities, existing customer bases and special interest groups in a way that no other event has ever done.

As you may know, the Chamber is heavily dependent on the profits from the festival to sustain the organization. Without its revenues, the Chamber would be greatly restricted in providing the programs, products and services to its members and influencing issues that affect the economic vitality of the community.

Your contributions will significantly help us promote a positive image for Halifax County, which is part of the mission of the festival. The Virginia Cantaloupe Festival has established a reputation as one of Virginia's premier events that attracts people from far and wide. In addition, it promotes a positive community image and focuses on locally grown products such as succulent cantaloupe, huge blackberries, freshly picked corn, and juicy tomatoes.

We invite you to join the successful companies  
that are supporting the Virginia Cantaloupe Festival

# Corporate Sponsorship Investment Levels and Recognition

## Presenting Sponsor - \$5000

- Reserved Seating in the Corporate Tent
- 35 Complimentary Admission Tickets
- 20 VIP Parking Passes
- Your logo on all printed materials, print advertising, posters, flyers, etc.
- Your logo on the official event T-Shirt
- Logo on all wristbands
- Featured on Radio and Television Advertising
- Banner Placement on Main Stage
- Exhibit Opportunities
- Recognition by festival emcee
- Pictured in newspapers as a sponsor
- Featured on Virginia Cantaloupe Festival website
- Featured in Chamber's newsletter, "The Forum"

## Platinum Sponsor - \$2000

- Access to the Corporate Tent
- Your listing on all printed materials, print advertising, posters, flyers, etc.
- 20 Complimentary Admission Tickets
- 12 VIP Parking Passes
- Banner Placement on Upper Stage
- Exhibit Opportunities
- Option to set up a 10' x 10' tent
- Pictured in newspapers as a sponsor
- Featured on Virginia Cantaloupe Festival website
- Featured in Chamber's newsletter, "The Forum"

## Gold Sponsor - \$1000

- Option to set up a 10' x 10' tent
- 15 Complimentary Admission Tickets
- 8 VIP Parking Passes
- Banner on site
- Pictured in newspapers as a sponsor
- Featured on Virginia Cantaloupe Festival website
- Featured in Chamber's newsletter, "The Forum"

## Silver Sponsor - \$500

- 8 Complimentary Admission Tickets
- 4 VIP Parking Passes
- Banner on site
- Pictured in newspapers as a sponsor
- Featured on Virginia Cantaloupe Festival website
- Featured in Chamber's newsletter, "The Forum"

## Bronze Sponsor - \$300

- 4 Complimentary Admission Tickets
- 2 VIP Parking Passes
- Pictured in newspapers as a sponsor
- Featured on Virginia Cantaloupe Festival website
- Featured in Chamber's newsletter, "The Forum"

## Media & In-Kind Sponsorship

Please contact Chairman, Kathy Farley (434-575-8881) or Sponsorship Chairman, Nookie Green (434-572-8144) to discuss details of in-kind sponsorships.

*A sponsorship that meets your goals and budget can be customized for you. So, if you don't find the perfect opportunity within our packages, please contact the Chamber at 434-572-3085. The Halifax County Chamber of Commerce is a non-profit organization and your sponsorship contribution is 100% tax deductible!*

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Yes, I would like to take advantage of this sponsorship opportunity and support the Virginia Cantaloupe Festival.

Company Name \_\_\_\_\_

(List company name as it is to appear in publicity)

Address \_\_\_\_\_

Package \_\_\_\_\_ Check enclosed \_\_\_\_\_ Invoice me \_\_\_\_\_

Authorized by: \_\_\_\_\_

**Please Return Form to:**  
**Halifax County Chamber of Commerce**  
PO Box 399  
South Boston VA 24592  
Fax 434.572.1733