

## MAJOR SPONSOR | \$25,000 LEVEL

The Major Sponsor Package is designed for a company looking to make an impact at the regional level. Premier marketing opportunities will be tailored to accomplish your organization's needs. Sponsorship includes a Major Sponsor Ticket Package.

### MAJOR SPONSOR BENEFITS:

- **LOGO AND/OR BUSINESS NAME ON FESTIVAL MATERIALS**  
*Your logo included in Festival public communication materials.*
- **LOGO AND/OR BUSINESS NAME ON FESTIVAL CONCERT TICKETS**  
*Your logo included on Festival Concert tickets.*
- **LOGO IN FESTIVAL MEDIA BUYS**  
*Annually on average the Festival utilizes approximately \$150,000 in media buys and trades promoting Festival events. Your logo and/or business name may be recognized through: TV (cable and network), Digital, Radio, Print, Outdoor Billboard.*
- **ACCESS TO FESTIVAL LOGO**  
*Permission to use Festival logo (as it applies to our brand standard policy) in your company's advertising materials.*
- **BOOTH SPACES AT STREET FAIR (TWO 10 X 10 FOOT)**
- **VERBAL RECOGNITION DURING PROGRAMMING AT CERTAIN FESTIVAL EVENTS**
- **FESTIVAL PARADE FLOAT OR SHARED SPONSOR PARADE BALLOON**  
*Annual Parade attendance estimated at more than 100,000 with extensive live and follow-up television coverage.*
- **LOGO WITH LINK ON FESTIVAL WEBSITE**  
*Prominent placement of your logo with link provided to your company's website, email, or contact information. The Festival website exceeds 700,000 page views annually.*
- **LOGO ON FESTIVAL E-NEWSLETTER**  
*Over 200,000 Festival e-Newsletters are OPENED annually.*
- **ONE COLOR AD IN FESTIVAL FUN GUIDE**  
*The Festival Fun Guide is an event map and schedule filled with all the Festival fun! Receive a large, upgraded ad. 8,000 free copies are circulated.*
- **CORPORATE BANNER AND SPONSOR RECOGNITION**  
*Your logo included on banner at the Festival Concerts, Airlie Luncheon Garden Party, and Street Fair. Your logo included on signage at various other Festival events.*
- **SOCIAL MEDIA**  
*Three (3) tagged posts.*

### MAJOR SPONSOR TICKET PACKAGE:

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
<p><b>10 TICKETS</b> <i>Celebrity Reception</i></p> <p><b>10 TICKETS</b> <i>Concert A with VIP Access</i></p>	<p><b>20 TICKETS</b> <i>Airlie Luncheon Garden Party</i> <i>(Option to purchase 40 additional Airlie Luncheon Garden Party tickets while supplies last)</i></p> <p><b>10 TICKETS</b> <i>Concert B with VIP Access</i></p>	<p><b>4 TICKETS</b> <i>Parade Reviewing Stand with VIP Preferred Parking</i></p> <p><b>12 TICKETS</b> <i>Patrons' Party Gala</i></p>	<p><b>1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT</b></p> <p><b>8 OFFICIAL FESTIVAL T-SHIRTS</b></p> <p><b>6 TICKETS</b> <i>Chefs' Showcase</i></p>



## BENEFACTOR SPONSOR | \$10,000 LEVEL

The Benefactor Sponsor Package is designed for a company interested primarily in networking opportunities and some marketing benefits as well. Sponsorship includes a Benefactor Sponsor Ticket Package.

### BENEFACTOR SPONSOR BENEFITS:

- FESTIVAL PARADE FLOAT SHARED WITH ONE OTHER SPONSOR**  
*Annual Parade attendance estimated at more than 100,000 with extensive live and follow-up television coverage.*
- LOGO WITH LINK ON FESTIVAL WEBSITE**  
*Your logo with link provided to your company's website, email, or contact information. The Festival website exceeds 700,000 page views annually.*
- LISTING ON FESTIVAL E-NEWSLETTER**  
*Over 200,000 Festival e-Newsletters are OPENED annually.*
- ONE COLOR AD IN FESTIVAL FUN GUIDE**  
*The Festival Fun Guide is an event map and schedule filled with all the Festival fun! 8,000 free copies are circulated.*
- CORPORATE BANNER AND SPONSOR RECOGNITION**  
*Listing on a Street Fair banner and on signage at various other Festival events.*
- FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP THANK YOU AD**

### BENEFACTOR SPONSOR TICKET PACKAGE

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
<b>6 TICKETS</b> <i>Celebrity Reception</i>	<b>10 TICKETS</b> <i>Airlie Luncheon Garden Party</i> <i>(Option to purchase 30 additional Airlie Luncheon Garden Party tickets while supplies last)</i>	<b>2 TICKETS</b> <i>Parade Reviewing Stand with VIP Preferred Parking</i>	<b>1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT</b>
<b>6 TICKETS</b> <i>Concert A in the Seated Section</i>	<b>6 TICKETS</b> <i>Concert B in the Seated Section</i>	<b>6 TICKETS</b> <i>Patrons' Party Gala</i>	<b>4 TICKETS</b> <i>Chefs' Showcase</i>





## DONOR SPONSOR | \$5,500 LEVEL

The Donor Sponsor Package is designed for a business or individual looking to support a community non-profit, get access to marketing and networking opportunities, and an inclusive ticket package. The Donor Sponsorship is an ideal next step for Patron Sponsors looking for more marketing benefits from their package. Sponsorship includes a Donor Sponsor Ticket Package.

### DONOR SPONSOR BENEFITS:

- FESTIVAL PARADE FLOAT SHARED WITH THREE OTHER SPONSORS**  
*Annual Parade attendance estimated at more than 100,000 with extensive live and follow-up television coverage.*
- LOGO WITH LINK ON FESTIVAL WEBSITE**  
*Your logo with link provided to your company's website, email, or contact information. The Festival website exceeds 700,000 page views annually.*
- LISTING ON FESTIVAL E-NEWSLETTER**  
*Over 200,000 Festival e-Newsletters are OPENED annually.*
- ONE COLOR AD IN FESTIVAL FUN GUIDE**  
*The Festival Fun Guide is an event map and schedule filled with all the Festival fun! 8,000 free copies are circulated.*
- CORPORATE BANNER AND SPONSOR RECOGNITION**  
*Listing on a Street Fair banner and on signage at various other Festival events.*
- FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP THANK YOU AD**

### DONOR SPONSOR TICKET PACKAGE:

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
<b>4 TICKETS</b> <i>Celebrity Reception</i>	<b>6 TICKETS</b> <i>Airlie Luncheon Garden Party</i> <i>(Option to purchase 30 additional Airlie Luncheon Garden Party tickets while supplies last)</i>	<b>4 TICKETS</b> <i>Parade Bleachers</i>	<b>1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT</b>
<b>4 TICKETS</b> <i>Concert A in the Seated Section</i>	<b>4 TICKETS</b> <i>Concert B in the Seated Section</i>	<b>4 TICKETS</b> <i>Patrons' Party Gala</i>	<b>2 TICKETS</b> <i>Chefs' Showcase</i>

