



## Our Town Enhancement Committee

9418 John Sevier Rd. New Market, VA 22844

540-740-3432

### 2024 Event Sponsorship Opportunities

The Our Town Enhancement Committee hosts several events each year for the Town of New Market to increase the quality of life for our New Market citizens and surrounding areas, while also welcoming tourists and highlighting businesses. We are excited to be bringing another fun line up for 2024.

This event sponsorship packet outlines the different events and sponsorship opportunities. Sponsorships not only offer the chance to promote your business, engage with potential customers, increase visibility, and help achieve your marketing goals, it helps strengthen the community.

Our sponsorship levels are tailored to each event with several benefits offered. We realize that your marketing needs or organizational goals may not be met with a traditional logo placement, so we are happy to discuss benefits that would help you be successful while also helping the event.

Thank you for your interest and support of our community and events! If you have any questions, please call and ask for Savannah at 540-740-3432.

#### **All the Best,**

Savannah Frazier

Events and Marketing Director (Town of New Market)

Our Town Enhancement Committee Chair

[s.frazier@newmarketvirginia.com](mailto:s.frazier@newmarketvirginia.com)

### **Events 2024**

Easter Egg Hunt-March 23

Jammin' Foods Fest-May 18

Movie Night-May 25, June 15, Aug. 17, Sept. 14, Oct. 12

Cross Roads Music Fest-June 21, Aug. 16, Sept. 20, Oct. 18th

Fall Festival-Sept. 28

Tis the Season-Dec. 7

Flashlight Candy Cane Hunt-Dec. 14



# Our Town Enhancement Committee

9418 John Sevier Rd. New Market, VA 22844

540-740-3432

## Event Sponsorship Levels

### **Premier Sponsor-\$5,000 (only one available)**

### **Elite-\$2,500 (only three available)**

We are pleased to offer two new sponsorship programs that not only boost your brand imagery, but will enhance your organizational goals year-round. Both packages include year-round brand imaging opportunities. If interested and for more information, please call Savannah Frazier at 540-740-3432. We would love to discuss your goals and come up with a package to help you achieve those goals.

### **Sponsorship tiers for Cross Roads Music Fest**

*(sponsorship is for the entire series, not per event)*

#### **Platinum-\$1,000**

- Benefits from all of the other tiers
- Mention on radio ads for concert date of your choosing (ads run a week prior to event)
- Opportunity to have an activity specially sponsored by you (TBD with coordinator)
- Team tent at event

#### **Gold-\$500**

- Benefits from Silver and Bronze tiers
- Display your promotional material at each event
- Emcee announcement
- (5-\$10) Meal voucher per event

#### **Silver-\$300**

- Benefits from Bronze tier
- Logo printed on event banner located at stage
- Logo included on printed promotional material (excluding swag or apparel)
- Opportunity to display your promotional material at event

#### **Bronze-\$100**

- Logo on poster at each event
- Represented on Town website
- Represented on social media outlets



# Our Town Enhancement Committee

9418 John Sevier Rd. New Market, VA 22844

540-740-3432

## Sponsorship levels for

### Jammin' Foods Fest

*(amounts are per event)*

#### **Platinum-\$1,000**

- Benefits from all of the other tiers
- Mention on radio ads (*ads runs two weeks prior to event*)
- Opportunity to have an activity specially sponsored by you (TBD with coordinator)
- Team tent at event

#### **Gold-\$500**

- Benefits from Silver and Bronze tiers
- Display your promotional material at each event
- Emcee announcement
- (5-\$10) Meal voucher per event

#### **Silver-\$300**

- Benefits from Bronze tier
- Logo on printed on event banner located at stage
- Logo included on printed promotional material (excluding swag or apparel)
- Opportunity to display your promotional material at event

#### **Bronze-\$100**

- Logo on poster at event
- Represented on Town website
- Represented on social media outlets



# Our Town Enhancement Committee

9418 John Sevier Rd. New Market, VA 22844

540-740-3432

## Movie Nights in the Park Sponsorship Levels

*(per movie date selected)*

**Star: \$150**-represented on social media, our website and flyers, and set up at events

**Hollywood: \$300**-represented on social media, our website, flyers, yard signs located near stage at all showings, and set up at events

May 25th-Monsters University

June 15th-Mamma Mia

August 17th-The Avengers

September 14th-The Secret Life of Pets 2

October 12th-A Dog's Purpose

## Event Sponsor

(Per event: Community Easter Egg Hunt, Fall Festival, Trick or Treat on Congress Street, Tis the Season Celebration, Flashlight Candy Cane Hunt)

### **Tier 1-\$500**

Benefits from all tiers below

Activity area sponsored by you (ex. Craft Sponsored by:)

Opportunity to have swag or marketing material at event *(supplied by sponsor)*

### **Tier 2-\$300**

Yard sign displayed at event *(supplied by sponsor)*

Logo added to printed marketing materials

Represented on social media platforms

### **Tier 3-\$100**

Business listed on marketing materials

Represented on social media platforms

### **Tier 4-\$50**

Acknowledged on social media platforms



# Our Town Enhancement Committee

9418 John Sevier Rd. New Market, VA 22844

540-740-3432

## 2024 Sponsorship Form

Please fill out the form below for the areas that you would like to sponsor..

Name: \_\_\_\_\_

Business Name (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsorship Total: \_\_\_\_\_  
(Sum of all sponsorship tiers you choose below)

Pay Upfront     Pay As You Go  
*(See back of this form for details)*

### Select your sponsorship(s) below :

For Premiere or Elite sponsor options, the Event Coordinator will contact you to discuss goals and benefits.

#### Cross Roads Music Fest:

*(includes ALL concerts for series)*

- Premier-\$1,000
- Gold-\$500
- Silver-\$300
- Bronze-\$100

#### Jammin' Foods Fest:

- Premier-\$1,000
- Gold-\$500
- Silver-\$300
- Bronze-\$100

#### Movie Nights in the Park:

*(per movie selected)*

- Star-\$150
- Hollywood-\$300

**Circle the movie(s) you would like to sponsor below:**

- May 25th-Monsters University
- June 15th-Mamma Mia
- August 17th-The Avengers
- September 14th-Pets 2
- October 12th-A Dog's Purpose

#### Event Sponsor:

*(per event selected)*

Tier 1-\$500    Tier 2-\$300    Tier 3-\$100    Tier 4-\$50

**Write the tier amount you would like to sponsor next to the event(s) of your choice:**

Easter Egg Hunt \_\_\_\_\_

Fall Festival \_\_\_\_\_

Trick or Treat \_\_\_\_\_

Tis the Season Celebration \_\_\_\_\_

Flashlight Candy Cane Hunt \_\_\_\_\_

**Submit completed application to:  
Savannah Frazier**

Mail to: PO Box 58, New Market, VA 22844 or Email: s.frazier@newmarketvirginia.com

In-person: Town Office (9418 John Sevier Rd. New Market, VA )

**Cash, Credit/Debit Cards, and Checks are accepted forms of payment.**

**Make checks payable to the Town of New Market.**



## Our Town Enhancement Committee

9418 John Sevier Rd. New Market, VA 22844

540-740-3432

### Payment Options and Deadlines

We are pleased to offer two different options for sponsorship payments.

*\*Premiere and Elite options require sponsorship upfront*

#### **Option 1: Pay Upfront**

Make ONE payment for the total of sponsorships chosen.

#### **Option 2: Pay As You Go**

You will be sent an invoice prior to the deadline for selected events.

Please keep in mind, that in order to reap the benefits of the sponsorship tiers chosen, payments must be made **NO LATER** than the deadlines below. (Unless arrangements have been made with the Event Coordinator.)

Jammin' Foods Fest-April 15th, 2024

Cross Roads Music Fest- May 20th, 2024

Movie Nights-two months prior to event date selected

Event Sponsors- two months prior to each event selected

If payment is made after the deadline, some benefits maybe forfeited.