



The 2018 RVA East End Festival

May 25 & 26, 2018

17th Street Market, Richmond, VA

More info at www.rvaeastendfest.org

SPONSORSHIP & SUPPORT OPPORTUNITIES

STAGE NAMING SPONSOR BENEFITS - \$25,000

Publicity and on-going recognition

- Sponsor recognition in paid promotional activities
- Sponsor recognition in collateral promotional material including but not limited to flyers, posters, postcards (as available)
- Sponsor recognition on the event website and links to the sponsor's website if available
- Sponsor recognition in at least 3 e-blasts

Event Recognition

- Signage with Company name and/or logo displayed near the stage (logo required in .eps format)
- On or off-stage announcement recognizing Company as Sponsor throughout the festival weekend
 - Opportunity to speak before the headline performance on Friday OR Saturday evening

Hospitality and Audience Engagement

- Option to entertain employees and clients at the VIP hospitality tent (catering costs additional) within a specified timeframe on the event weekend (up to 50 guests)
- Option to engage employees in volunteer opportunities (up to 100)
- Option to stage additional Company presence at festival through information booths etc. throughout festival weekend

ACTIVITY AREA NAMING SPONSOR BENEFITS - \$10,000

Publicity and on-going recognition

- Sponsor recognition in paid promotional activities
- Sponsor recognition in collateral promotional material including but not limited to flyers, posters, postcards (as available)
- Sponsor recognition on the event website and links to the sponsor's website if available
- Sponsor recognition in at least 3 e-blasts



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Event Recognition

- Signage with Company name and/or logo displayed on sponsor banner (logo required in .eps format)
- Naming sponsor recognition for designated festival area or activity
 - Options may include Food Truck Area, Vendor Area, Kid Zone Area, Volunteer Area or community performance, etc...

Hospitality and Audience Engagement

- Option to entertain employees and clients at the VIP hospitality tent (catering costs additional) within a specified timeframe on the event weekend (up to 25 guests)

AMENITIES AREA NAMING SPONSOR BENEFITS - \$5,000

Publicity and on-going recognition

- Sponsor recognition in paid promotional activities
- Sponsor recognition in collateral promotional material including but not limited to flyers, posters, postcards (as available)
- Sponsor recognition on the event website and links to the sponsor's website if available
- Sponsor recognition in at least 3 e-blasts

Event Recognition

- Signage with Company name and/or logo displayed on sponsor banner (logo required in .eps format)
- Naming sponsor recognition for designated festival area or activity
 - Options may include Festival Entrances, Parking Areas, Bathroom Facilities, etc...

Hospitality and Audience Engagement

- Option to entertain employees and clients at the VIP hospitality tent (catering costs additional) within a specified timeframe on the event weekend (up to 25 guests)



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AMENITIES AREA SPONSOR BENEFITS - \$2,500

Publicity and on-going recognition

- Sponsor recognition in paid promotional activities
- Sponsor recognition in collateral promotional material including but not limited to flyers, posters, postcards (as available)
- Sponsor recognition on the event website and links to the sponsor's website if available
- Sponsor recognition in at least 3 e-blasts

Event Recognition

- Signage with Company name and/or logo displayed on sponsor banner (logo required in .eps format)
- Naming sponsor recognition for designated festival area or activity
 - Options may include Festival Entrances, Parking Areas, Bathroom Facilities, etc...

ADDITIONAL LEVELS OF SUPPORT

\$1,000 Level

- All items listed at the \$500 Level in addition to:
- On or off-stage announcement recognizing your company as sponsor for the RVA East End Festival

\$500 Level

- All items listed at the \$250 Level in addition to:
- Sponsor recognition in e-blasts related to the RVA East End Festival

\$250 Level

- Partner recognition in social media posts related to the RVA East End Festival
- Opportunity to display company marketing materials in festival community business feature area
- Listing on community participant display and event website