**CO-CELEBRITY SPONSOR**

# Who: Shenandoah Apple Blossom Festival

**Events:** Sports Breakfast, Grand Marshal Reception and Grand Feature Parade

**When:** Saturday, May 1, 2021

**Where:** Winchester, VA

# SABF: to secure and cover all expenses related to Sports celebrities (appearance fees, first class airfare for celebrity and guest, Hotel and meals

**Level: CO-Sponsor with other sponsors**

**BENEFITS:**

**TICKETS & INVITATIONS**

* Sponsor to receive $75.00 ticket allotment to event of choice, time sensitive.
* Sponsor to receive invitation to Theme Announcement Party (Fall) (Value $150.00)
* Sponsor to receive invitation to Official Sponsors’ Reception (April) (Value $300.00)

**PRINT**

* Sponsors LOGO included in newspaper tabloid insert distributed to 200,000 households regionally
* Sponsors name included in official festival program, event story, sponsors listing

**SIGNAGE** Festival to provide Sports Breakfast power point

**WEBSITE**

* Sponsor logo included in Festival website event page; (275,000 unique visits)
* Sponsor to receive 200 x 200-pixel web ad on the Sponsor page and hot link

**FACEBOOK and EMAIL BLAST**

* Festival will cross promote the event through Email Blasts reaching over 8,000 persons

## Facebook postings to over 34,000 friends, <https://www.facebook.com/#!/OfficialSABF>

**OTHER**

* Use of the SABF Logo for promotional purposes (with approval)
* Sponsor included in public address announcements at the event
* Sponsor can distribute coupons at the event and the SABF store which is opened for 45 days

**SPONSORSHIP INVESTMENT:**

* **$1,000.00 (discounted from $2,500.00)**

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