

Newberry Watermelon Festival Sponsorship OPPORTUNITIES

Dear Watermelon Festival Sponsor:

Enclosed you will find various sponsorship opportunities for the **LONGEST RUNNING FESTIVAL** in the **United States**. Yes, it is in Newberry and sponsorships are available for the 2021 Newberry Watermelon Festival. We need your help and hope you will take the time to consider sponsoring this great family tradition.

For 76 years, families, friends and visitors of surrounding areas have come to our town to enjoy the annual Watermelon Festival of Newberry. You will enjoy a parade, vendors, amusement activities, beauty pageants, and fun for the whole family.

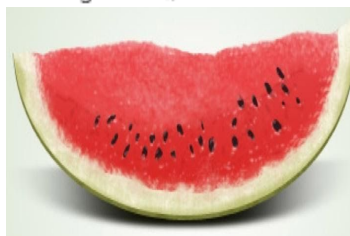
The Watermelon Festival of Newberry has changed over the years and like our watermelons, still growing. Our financial commitment to economic development and education scholarships are made possible through our fundraising efforts of the festival, and we need your help.

We hope you are planning to become a sponsor for this year's festival. All contributions are tax deductible and are greatly appreciated. Should you have any questions concerning the festival events or sponsorships, please contact Kathryn at: (352) 474-0626 or watermelonfn@gmail.com

Thank you so much for your support and we look forward to your sponsorship for the Watermelon Festival this year.



The Watermelon Festival of Newberry Begins May 8th with the Beauty Pageants, then the Parade on Saturday May 15th followed by the Festival and crowning of the Queen.



Presented by the Watermelon Festival of

Newberry Committee
May 15, 2021 Newberry, Florida

Check us out on the web at:
newberrywatermelonfestival.com

Sincerely,
Watermelon Festival of Newberry
Committee

2021 SPONSORSHIPS

SPONSORSHIP FORM:

PLEASE RETURN WITH YOUR CHECK

YES! I will sponsor the 2021 Watermelon Festival of Newberry at the level indicated below:

- Pure Heart Sponsor - \$2,000
- Royal Sweet Sponsor - \$1,000
- Crimson Sweet Sponsor - \$750
- Sugar Baby Sponsor - \$500
- Watermelon Slice Sponsor - \$250
- Watermelon Seed Sponsor - \$175
- Other amount - \$ _____
- Booth - \$75

Sponsor Information:

Company Name: _____

Contact Person: _____

Address: _____

Phone Number: _____

Email: _____

Make checks payable by April 30, 2021 to:

Watermelon Festival of Newberry, Inc.
C/o Kathryn Thomas
23301 W Newberry Road
Newberry, Florida 32669

*Contact Christina Bridwell 352-258-6171 or Victoria Hodge 352-494-6570 for Vendor information

Thank you for your support. It is truly appreciated.

PURE HEART SPONSORSHIP

One Presenting Sponsor \$2,000

As a presenting sponsor, you will receive the TITLE listing for the festival. In all the advertising and promotion (radio and print) of the festival, "Your company presents the" "Newberry Watermelon Festival."

Pure Heart Sponsorship includes:

- *Exclusivity as the sole presenting sponsor
- *Company name in all media advertising
- *Main stage signage (banner provided by Festival)
- *Company name and logo as the Presenting Sponsor in all print advertising
- *Unlimited signage throughout the festival (provided by sponsor)
- *4 Complimentary Tee Shirts
- *Complimentary exhibitor booth space (booth provided by the sponsor)
- *Name recognition announced on stage during all festival events
- *A float in the Watermelon Festival Parade (provided by sponsor)
- *Ability to place information in vendor packets and/or information distributed at the festival (provided by the sponsor)



ROYAL SWEET SPONSORSHIP

Four Sponsorships Available \$1,000

- *Exclusivity as the only corporate sponsor in a field (no competing businesses)
- *Company name in all radio advertising
- *Logo inclusion in all print advertising
- *Main stage signature (banner provided by Festival)
- *Banners and signs hung throughout festival (provided by sponsor)
- *Complimentary exhibitor booth space (booth provided by sponsor)
- *4 Complimentary Tee Shirts
- *Name recognition on stage during festival events
- *A float in the Watermelon Festival Parade (provided by sponsor).

CRIMSON SWEET SPONSORSHIPS

Four Sponsorships Available \$750

- *Exclusivity as cosponsors of Festival events
- *In advertising, the wording will be "Company A and Company B, C, D proudly sponsors the 2016 Newberry Watermelon Festival"
- *Logo inclusion in all print advertising
- *Signage during performance (provided by Festival)
- *2 Complimentary Tee Shirts
- *Complimentary exhibitor booth space (booth provided by sponsor)
- *A float in the parade (provided by sponsor)
- *Name recognition on stage during festival events

SUGAR BABY SPONSORSHIPS \$500

- *Logo inclusion in all print advertising
- *2 Complimentary Tee Shirts
- *Complimentary exhibitor booth space (provided by sponsor)
- *A float in the Watermelon Festival parade (provided by sponsor)
- *Name recognition on stage during festival events
- *signage in festival area (provided by Festival)

WATERMELON SLICE Sponsorship

\$250

- *Logo inclusion in all secondary print advertising
- *Signage at the festival (booth provided by the Festival)
- *Complimentary exhibitor booth space (provided by sponsor)
- *A float in the Watermelon Festival parade (provided by sponsor)

WATERMELON SEED Sponsorship \$175

- *Logo inclusion in all secondary print advertising
- *A float in the Watermelon Festival parade (provided by the sponsor)
- *Signage at the festival (provided by Festival)

**Sponsors are invited to attend the "Queens Luncheon" (RSVP)

You will have a fun filled day and good for you "FREE" slices of delicious WATERMELON!

