

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 2024 Newberry Watermelon Festival. We need your help and hope you will take the time to consider sponsoring this great family tradition.

For 79 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, is 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 Thomas 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.

ATTENTION: ALL SPONSORS! If you require vender space at the festival, you must CONTACT Frances Bradley 352.339.1967. We will be unable to provide booth space without prior contact.

The Newberry Watermelon Festival Begins May 11th with the Beauty Pageants, and May 17th for the Queens pageant. The parade kicks off at 10:30 AM, Saturday May 18th followed by the Festival and crowning of the 2024 NWF Queen.



Presented by the Newberry Watermelon Festival
May 18, 2024 Newberry, Florida
Check us out on the web at: newberrywatermelonfestival.com
Sincerely,
Watermelon Festival of Newberry Committee



2024 SPONSORSHIPS

SPONSORSHIP FORM:

PLEASE RETURN WITH YOUR CHECK

YES! I will sponsor the 2024 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 to Newberry Watermelon Festival by April 30, 2024 to:

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

Thank you for your support. It is truly appreciated.
CONTACT: Frances Bradley- 352.339.1967 for vender information

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
- *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)
- *Invitation to attend the Queens Pageant, May 17,2024 for special seating, RSVP Lisa Green 352.354.5385



ROYAL SWEET SPONSORSHIP

Four Sponsorships Available \$1,000

- *Company name in all radio advertising
- *Logo inclusion in all print advertising
- *Main stage signature (banner provided by Festival)
- *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).
- *Invitation to attend the Queens Pageant, May 17,2024 for special seating, RSVP Lisa Green 352.354.5385

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 2024 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
- *Invitation to attend the Queens Pageant, May 17,2024 for special seating, RSVP Lisa Green 352.354.5385

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).
- *Invitation to attend the Queens Pageant, May 17,2024, for special seating, RSVP Lisa Green 352.354.5385

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)
- *Invitation to attend the Queens Pageant, May 19, for special seating, RSVP Lisa Green 352.354.5385

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)
- *Invitation to attend the Queens Pageant, May 19, for special seating, RSVP Lisa Green 352.354.5385

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

