

Newberry Watermelon Festival Sponsorship OPPORTUNITIES

Dear Watermelon Festival Sponsor:

Enclosed are various sponsorship opportunities for the LONGEST RUNNING FESTIVAL in the United States. It is in Newberry, and sponsorships are available for the 2025 Newberry Watermelon Festival. We need your help and hope you consider sponsoring this great family tradition.

For 80 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.

Like our watermelons, the Watermelon Festival of Newberry has changed over the years and is still growing. The festival's fundraising efforts make our financial commitments to economic development and education scholarships possible, 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 get in touch with Kathryn Thomas at: (352) 474-0626 or newberrywatermelonfestival@gmail.com

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

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



The Newberry Watermelon Festival Begins May 9th with the Beauty Pageants, and May 16th for the Queens pageant. The 2025 Newberry Watermelon Festival is May 17, starting with the parade at 10:30, followed by the Main festival and crowning of 2025 Watermelon Queen at CountryWay Town Square



Presented by the Newberry Watermelon Festival
May 17, 2025 Newberry, Florida
Check us out on the web at: newberrywatermelonfestival.com
Sincerely,
Watermelon Festival of Newberry Committee

2025 SPONSORSHIPS

SPONSORSHIP FORM:

PLEASE RETURN WITH YOUR CHECK
YES! I will sponsor the 2025 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, 2025 to:

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

Thank you for your support. It is genuinely appreciated.

**CONTACT: Frances Bradley-
nwfvendor@gmail.com for vendor information**

PURE HEART SPONSORSHIP

One Presenting Sponsor \$2,000

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

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)

Booth space must be reserved before May 17. Contact Frances Bradley



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) **Booth space must be reserved before May 17.**

Contact Frances Bradley

- *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 sponsor the 2023 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) **Booth space must be reserved before May 17.**
- Contact Frances Bradley**
- *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). **Booth space must be reserved before May 17. Contact Frances Bradley**
- *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) **Booth space must be reserved before May 17. Contact Frances Bradley**
- *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 will have a fun-filled day and all you can eat "FREE" slices of delicious WATERMELON!

