

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](mailto:newberrywatermelonfestival@gmail.com)

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

### The Newberry Watermelon Festival Events:

**The festivities begin on May 9<sup>th</sup> with the Beauty Pageants, followed by the Queen Pageant on May 16<sup>th</sup>. The 2026 Newberry Watermelon Festival will take place on May 16<sup>th</sup>, starting with the parade at 10:30 a.m. The day will continue with the Main Festival and conclude with the crowning of the 2026 Watermelon Queen at CountryWay Town Square.**



Contact us:

General questions:

[newberrywatermelonfestival@gmail.com](mailto:newberrywatermelonfestival@gmail.com)

Vendor Information: [nwfvendor@gmail.com](mailto:nwfvendor@gmail.com)

Check us out on the website at:  
[Newberrywatermelonfestival.com](http://Newberrywatermelonfestival.com)



Sincerely,  
Watermelon Festival of Newberry Committee  
Presented by the Newberry Watermelon Festival  
May 16, 2026 Newberry, Florida

# 2026 Sponsorships

Sponsorship form:

**Please return with your check**

Yes! I will sponsor the 2026 Watermelon Festival of Newberry at the level indicated below:

- \_\_\_\_\_ Pure Heart Sponsor - \$2,000
- \_\_\_\_\_ Royal Sweet Sponsor - \$1,000
- \_\_\_\_\_ Crimson Sweet Sponsor - \$75
- \_\_\_\_\_ 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, 2026

Watermelon Festival of Newberry, Inc.  
C/O Kathryn Thomas  
23301 W Newberry Road  
Newberry, FL 32669

Thank you for your support! It is genuinely appreciated.

**Attention: All sponsors!! If you require vendor space at the festival, you must contact Frances Bradley at [nwfvendor@gmail.com](mailto:nwfvendor@gmail.com). We will be unable to provide booth space without prior contact.**

## 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 exhibitor T-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 16th. 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 16th. Contact Frances Bradley.
- ~ 4 Complimentary exhibitor T-Shirts
- ~ Name recognition announced on stage during festival events
- ~ A float in the Watermelon Festival Parade (Provided by Sponsor)

## Crimson Sweet Sponsorship

Four Sponsorships Available \$750

- ~ Exclusivity as cosponsor of Festival Events
- ~ In Advertising, the wording will be Company A and Company B, C, D, proudly sponsor the 2026 Newberry Watermelon Festival
- ~ Logo inclusion in all print Advertising
- ~ Signage during performance (banner provided by Festival)
- ~ Complimentary exhibitor booth space (Booth provided by Sponsor) Booth space must be reserved before May 16th. Contact Frances Bradley.
- ~ 2 Complimentary exhibitor T-Shirts
- ~ Name recognition announced on stage during festival events
- ~ A float in the Watermelon Festival Parade (Provided by Sponsor)

## Sugar Baby Sponsorship \$500

- ~ Logo inclusion in all print Advertising
- ~ Signage during performance (banner provided by Festival)
- ~ Complimentary exhibitor booth space (Booth provided by Sponsor) Booth space must be reserved before May 16th. Contact Frances Bradley.
- ~ 2 Complimentary exhibitor T-Shirts
- ~ Name recognition announced on stage during festival events
- ~ A float in the Watermelon Festival Parade (Provided by Sponsor)

## WATERMELON SLICE Sponsorship \$250

- ~ Logo inclusion in all print Advertising
- ~ Signage during performance (banner provided by Festival)
- ~ Complimentary exhibitor booth space (Booth provided by Sponsor) Booth space must be reserved before May 16th. Contact Frances Bradley.
- ~ A float in the Watermelon Festival Parade (Provided by Sponsor)

## WATERMELON SEED Sponsorship \$175

- ~ Logo inclusion in all print Advertising
- ~ Signage during performance (banner provided by Festival)
- ~ A float in the Watermelon Festival Parade (Provided by Sponsor)

**Sponsors will have a fun-filled day and all you can eat "FREE" slices of delicious WATERMELON!!!**