

## **Mayfest Sponsor Packet**

January 26, 2023  
Business Owner  
Business Name  
Address

Hello!

The Town of Lovettsville is bringing back Mayfest this year! As a member of the Town of Lovettsville's business community, we recognize the impact your business has not only on the quality of life our community enjoys but also your active involvement in helping cultivate the reputation our town has in the area. As we continue our return to normalcy and get back to what we do best (providing these special events that make our little hamlet the amazing place it is), we're looking for local business partners to collaborate with to make this the best Mayfest the town has ever seen. We'd love to cultivate mutually beneficial relationships with all the local businesses that make this such an amazing place to live. Together I know we can work together to build something new and exciting for our community.

We are actively seeking sponsorship for a bevy of Mayfest activities. With this letter, you'll find our Mayfest sponsorship chart; please know that we're more than happy to discuss other arrangements if you don't see a sponsorship level right for your business.

We greatly appreciate your time and consideration of sponsorship for Mayfest. We look forward to hearing from you as we take this journey together. If you'd like to discuss an arrangement not listed on our chart please reach out any time.

All the Best,

Roberta Shepherd  
Lovettsville Mayfest Committee Chair  
[www.lovettsvillemayfest.com](http://www.lovettsvillemayfest.com)

**Mayfest Sponsorship Levels**

<b>Sponsorship Level</b>	<b>Funding Amount</b>	<b>Package Includes</b>
Gold Medal Member	\$2,500.00	<p>This sponsorship level entitles the purchaser to everything from the lower tiers and the following:</p> <ol style="list-style-type: none"> <li>1. A plaque denoting your sponsorship of Mayfest.</li> <li>2. An official town Resolution of Appreciation proclaiming your business a Friend of Lovettsville signed by the Mayor and framed for you to display in your business.</li> <li>3. Choice of space on Town Green Sponsor area. Note: Sponsors must secure a temporary health dept permit if food is to be sold or given away.</li> <li>4. We will place a digital banner of the business logo on all our digital media.</li> <li>5. We will include the sponsor’s name in all our digital communications to the community.</li> <li>6. Sponsor will receive a special “shout-out” post on all our digital platforms with a link directing recipients to your website</li> <li>7. Sponsor will also have their business plugged by Mayfest Emcee or sponsor representative 5 times throughout the Mayfest Event.</li> </ol>
Silver Medal Member	\$2,000.00	<p>This sponsorship level entitles the purchaser to everything from the lower tiers and the following:</p> <ol style="list-style-type: none"> <li>1. Custom bean bags featuring your company logo. At the end of the tournament you may keep your beanbags or donate them back to the town to be repurposed and used at the next Lovettsville Event.</li> <li>2. Free 10’x10’ vendor space on the Town Green Sponsor area at the front of the event for your company to use to promote your company. Note: Sponsors must secure a temporary health dept permit if food is to be sold or given away.</li> <li>3. We will place a digital banner of the business logo on all our digital media.</li> <li>4. We will include the sponsor’s name in all our digital communications to the community.</li> </ol>

		<ol style="list-style-type: none"> <li>5. Sponsor will receive a special “shout-out” post on all our digital platforms with a link directing recipients to your website.</li> <li>6. Sponsor will also have their business plugged by Mayfest Emcee or sponsor representative 4 times throughout the Mayfest Event.</li> </ol>
Bronze Medal Member	\$1,500.00	<p>This sponsorship level entitles the purchaser to everything from the lower tiers and the following:</p> <ol style="list-style-type: none"> <li>1. Your company’s logo featured on the event t-shirt in large text.</li> <li>2. A 10’x10’ vendor space on the rear of the town green next to and behind the Walker Pavilion. Note: Sponsors must secure a temporary health dept permit if food is to be sold or given away.</li> <li>3. We will place a digital banner of the business logo on all our digital media.</li> <li>4. We will include the sponsor’s name in all our digital communications to the community.</li> </ol>
Mayfest Champion	\$1,000.00	<p>This sponsorship level entitles the purchaser to everything from the lower tiers and the following:</p> <ol style="list-style-type: none"> <li>1. An additional cornhole board to be used during the tournament. At the end of the tournament you may keep your boards or donate them back to the town to be repurposed and used at the next Lovettsville Event.</li> <li>2. Place a large banner in our sponsor areas. Note: Sponsor is responsible for providing, placing, and removing banners for the event. Mayfest staff and volunteers are not responsible for banners. Banners must be placed by 8:00am the day of the event and removed by 6:00 pm the same day. Any banners left after 6:00pm will be removed by Mayfest staff. A reasonable attempt will be made to return leftover banners to sponsors but no guarantee of banner return is made.</li> <li>3. We will place a digital banner of the business logo on all our digital media.</li> </ol>
Mayfest Collaborator	\$750.00	<p>This sponsorship level entitles the purchaser to everything from the lower tiers and the following:</p> <ol style="list-style-type: none"> <li>1. 1 custom cornhole board with your company’s logo on it used during the cornhole tournament. At the end of the event you may take the cornhole board or donate it to be repurposed used at the next Lovettsville event.</li> </ol>

		<ol style="list-style-type: none"> <li>2. Your company's logo is placed on the bottom of the event T-Shirt in medium text.</li> <li>3. We will place a digital banner of the business logo on all our digital media.</li> </ol>
Mayfest Partner	\$500.00	<p>This sponsorship level entitles the purchaser to everything from the lower tiers and the following:</p> <ol style="list-style-type: none"> <li>1. We will place a digital banner of the business logo on all our digital media.</li> <li>2. We will include the sponsor's name in all our digital communications to the community.</li> <li>3. Sponsor will receive a special "shout-out" post on all our digital platforms with a link directing recipients to your website</li> </ol>
Mayfest Friend	\$250.00	<p>This sponsorship level entitles the purchaser to the following:</p> <ol style="list-style-type: none"> <li>1. Place two standard yard signs in our Mayfest sponsor areas located at the front and rear of the town green.</li> </ol> <p>Note: Sponsor is responsible for providing, placing, and removing yard signs for the event. Mayfest staff and volunteers are not responsible for signs. Signs must be placed by 8:00am the day of the event and removed by 6:00 pm the same day. Any signs left after 6:00pm will be removed by Mayfest staff. A reasonable attempt will be made to return leftover signs to sponsors but no guarantee of sign return is made.</p>
<p>All sponsorship tiers which require the use of a logo shall result in the Business granting a limited, royalty-free license for the Town of Lovettsville to use the Business' branding and logo for the purposes described in the sponsorship.</p>		
<p>All social media posts regarding promotions and any Businesses shall adhere to the Town of Lovettsville social media policy.</p>		

**Sponsorship Application**

Business Name:								
Point of Contact:								
Email:								
Phone:								
Website:								
Signature:								
<b>Please select a sponsorship code</b>								
	Gold Medal Member	\$2,500.00	Booth needed?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	
	Silver Medal Member	\$2,000.00	Booth needed?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	
	Bronze Medal Member	\$1,500.00	Booth needed?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	
	MayFest Champion	\$1,000.00	Booth needed?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	
	MayFest Collaborator	\$750.00	Booth needed?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	
	Mayfest Partner	\$500.00	Booth needed?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	
	Mayfest Friend	\$250.00						
Please make all checks payable to: Lovettsville Mayfest Committee								

By submission of this application and signature I certify that I am authorized to obligate the Business named above to this obligation and to make the payment in accordance with the obligation.

**Return via E-mail to [mayfest@lovettsvilleva.gov](mailto:mayfest@lovettsvilleva.gov)**

or Mail to

Lovettsville Mayfest Committee P.O. Box 209

Lovettsville, VA 20180

Checks can be delivered to the Town Clerk or mailed to the address above.