

Buzz into Opportunity!

Sponsor the 3rd Annual Southwest Virginia Bee
Festival

Saturday, August 22, 2026
Elmwood Park, Downtown Roanoke, VA
9 AM – 3 PM



Presented by:

Roanoke Valley Beekeepers Association (RVBA)
Free & Family-Friendly Community Event Celebrating
Pollinators
swvabeefestival.com



Dear Valued Community Partner,

We are thrilled to invite you to support the 3rd Annual Southwest Virginia Bee Festival on August 22, 2026, in the heart of downtown Roanoke at beautiful Elmwood Park.

This free, family-friendly event draws thousands of attendees each year—families, educators, gardeners, food lovers, and nature enthusiasts—to celebrate the vital role of pollinators in our food system, environment, and economy.

Hosted by the Roanoke Valley Beekeepers Association, the festival builds on the tremendous success of 2025, which featured:

- Live bee observation hives and educational talks
- Honey tastings and local vendor booths
- Children's activities and crafts
- Food trucks, mead sampling, and raffle prizes
- Booths from beekeepers, garden clubs, libraries, and environmental groups

Our mission: Educate the community about pollinators, connect new beekeepers with mentors, and foster appreciation for bees and other pollinators that support one out of every three bites of food we eat.

Your sponsorship makes a real difference while delivering strong visibility and goodwill.

Event Reach & Audience

- Expected attendance: 3,000–5,000+ (based on 2025 growth)
- Free admission ensures broad community participation
- High family & local business engagement
- Strong social media promotion (Facebook, website, local partners)
- Media coverage from regional outlets (WDBJ, WFXR, Downtown Roanoke Inc., etc.)
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Sponsor Benefits Include

- Brand alignment with a positive, educational, eco-friendly cause
- Meaningful exposure to Southwest Virginia families and businesses
- Tax-deductible support (RVBA is a 501(c)(3) nonprofit)
- Opportunities for direct engagement (booths, sampling, giveaways)
- Recognition across print, digital, and on-site channels

Sponsorship Tiers

We offer three flexible levels. All sponsors receive our heartfelt thanks and recognition.

	WORKER BEE \$250	DRONE BEE \$500	QUEEN BEE \$1000
GROUP SOCIAL MEDIA POST			
PROUD SPONSOR WINDOW CLING			
LIVE ACKNOWLEDGEMENT IN GROUP ANNOUNCEMENT FROM MAIN CONCERT STAGE			
INDIVIDUAL SOCIAL MEDIA POST			
LOGO ON SPONSOR BANNER			
LOGO ON FESTIVAL T-SHIRT			
10X10 EXHIBIT SPACE (USE/DONATE)			
INVITE SPONSOR TO MAIN STAGE FOR LIVE ACKNOWLEDGEMENT			
AD SPACE ON FESTIVAL PAMPHLET			
MAIN STAGE AND EVENT BRANDING			

In-Kind Donations Welcome!

Raffle prizes, gift certificates, products for giveaways, or services (e.g., food samples, branded swag) are highly valued and receive equivalent recognition based on value.

2025 Highlights

Thousands attended and engaged with pollinator education
New beekeepers connected with mentors
Both clubs grew in membership



Let's Make 2026 Even Sweeter!

We'd love to discuss a partnership tailored to your goals—
whether cash sponsorship, in-kind donation, or both.

Contact:

Sponsor/Event Coordinator:

Vasilia McCrady

swvabeefest@gmail.com

(262) 903-5375

Make checks payable to:

Roanoke Valley Beekeepers Association