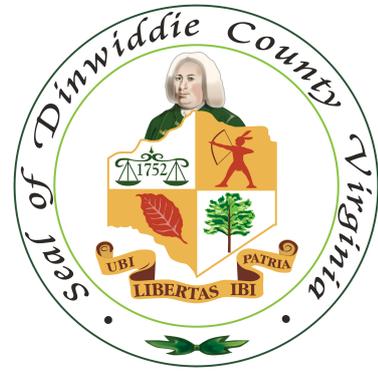


2021 WINGS & WHEELS  
**SPONSORSHIP  
APPLICATION**





14010 Boydton Plank Rd. Dinwiddie, VA 23841  
Phone: 804-469-4500 ext. 2163 | Email:  
hmccormack@dinwiddieva.us

### **ABOUT WINGS & WHEELS**

Wings & Wheels is a family friendly event that is being held for the first time this year, 2021. This single day event is a “family-friendly” community event that welcomes hundreds of area residents and visitors while showcasing classic cars, aviation exhibits, music, food trucks and more.

Wings & Wheels is proudly presented by the County of Dinwiddie, VA and Shields Aviation and held at the Dinwiddie County Airport - 6775 Beck Chappell Drive North Dinwiddie, VA 23803.

### **WHY SPONSOR**

Event marketing is quickly becoming the wave of the future. People want to participate and not just consume. They want to feel good about their purchase(s). Sponsorship offers a chance for people to connect – not just brands to people, but people to people and to their communities.

Sponsorship of the Wings & Wheels event not only gets your name in front of potential customers, it gives you benefits to fit your needs and wants:

- Maximum exposure;
- Allows you and your employees to directly interact with locals, visitors and automobile and aviation enthusiasts;
- Visibility and signage on the grounds;
- Promotional rights – opportunity to create pre-event traffic to your business;
- Sampling opportunities;
- Admission to events;
- Show support for the community.

Social Media Presence

Facebook: 5,336 Likes

### **PAST DINWIDDIE COUNTY EVENT SPONSORS**

\*Food Lion

\*Ft. Lee Federal Credit Union

\*Lebanon United Methodist Church

\*Progress-Index

\*Southside Electric Cooperative

\*Container First Solutions

\*and more!!!

### **CONTACT INFORMATION**

Heather McCormack

Dinwiddie County Tourism

Ph: 804-469-4500 ext.2163 | Email: [hmccormack@dinwiddieva.us](mailto:hmccormack@dinwiddieva.us)

Facebook: [Dinwiddie County Tourism](#) | Instagram: [@discoverdinwiddie](#)

**WINGS & WHEELS  
Sponsorship Packages – 2021**

Type	Availability	Banner Placement?	Web & Digital	Social Media	Radio	Print
<b>\$700</b> GOLD	2	YES 4'x6'	YES	YES 5 posts	YES	YES
<b>\$500</b> SILVER	4	YES 4'x6'	YES	YES 4 posts	NO	YES
<b>\$350</b> BRONZE	6	YES 3'x4'	YES	YES 3 posts	NO	YES
<b>\$200</b> STAGE	1	YES 4'x6'	YES	YES 2 posts	NO	NO
<b>\$100</b> Car/Plane Enthusiast	10	NO	YES	YES 1 post	NO	NO

**\*\*DON'T WAIT ~ SPONSORSHIP OPTIONS ARE LIMITED!!!\*\***

**PRINT ADVERTISEMENT**

Print advertisements will be placed in a variety of formats that may include area newspapers, posters, and printed flyers. Printed advertisements will use your business logo as an official sponsor of the event. The deadline for sponsorship to ensure appearance in print ad materials is Friday, July 30th, 2021.

**SOCIAL MEDIA**

Sponsors will receive promotion during the week of and prior to the event on the Dinwiddie County Tourism social media sites. Sponsors will also have their business listed as an official sponsor of the event and have a redirect link to your official homepage.

**BANNER PLACEMENT**

A banner featuring your business name and logo will be displayed prominently at the event. **NOTE: The business/organization must supply the banner(s).**



**\*\*\*PROMOTIONAL GIVEAWAYS AVAILABLE**

GOLD Sponsors are eligible to have their photo taken with the planes and receive admission tickets to be used for promotions at the discretion of the sponsor (i.e. come in-store and receive free Wings & Wheels admission pass with a \$10.00 purchase). Number of tickets to be determined based on number of sponsors and level of support.

**BAND / STAGE**

The one (1) sponsor will be permitted to place a banner directly on the Main Performance Stage. Dinwiddie County personnel will put up / take down the banner. The banner will remain on stage for the complete duration of the event.

**ADDITIONAL SPONSORSHIP NOTES AND INFORMATION**

For all banners, the County of Dinwiddie, VA has sole discretion to determine whether the item(s) are appropriate for the event. Wings & Wheels is a “family-friendly” environment and any marketing materials that are counter will not be permitted.

NO REFUNDS will be provided in the event that a sponsor’s marketing materials violate the family-friendly clause.

All attraction sponsorships are available on a first come, first served basis. Please submit the sponsorship application with “attraction” noted and Management will notify the specific sponsor once the attractions are finalized. The selection order will be based on the date the sponsorship application was received.

For additional information or questions, contact Heather McCormack by phone Office 804-469-4500 ext.2163 or by email at [hmccormack@dinwiddieva.us](mailto:hmccormack@dinwiddieva.us).

PLEASE NOTE: All sponsors will be notified via email for confirmation and instructions in regards to the event and setup. Please make sure that all contact information is accurate.

**EVENT MARKETING PLAN**

Local / Regional Publications

- \*Progress-Index
- \*Hopewell Herald
- \*Fort Lee Traveller
- \*PART Visitors Guide
- \*Recreation News

Digital Placement

- |                        |                                     |                          |
|------------------------|-------------------------------------|--------------------------|
| *Discover Dinwiddie    | *Petersburg Area Regional Tourism   | *Virginia is for Lovers  |
| *Chesterfield Observer | *Progress-Index                     | *Dinwiddie County, VA    |
| *WTVR                  | *WRIC                               | *Richmond Times Dispatch |
| *Ft. Lee MWR           | *Facebook: Dinwiddie County Tourism | *and more!!!             |
|                        | *Instagram: @discoverdinwiddie      |                          |

**WINGS & WHEELS**  
**Sponsorship Application – 2021**

<b>Date:</b>		
<b>Business / Company Name:</b>		
<b>Point of Contact Name:</b>		
<b>Address:</b>		
<b>City:</b>	<b>State:</b>	<b>Zip Code:</b>
<b>Contact Number:</b>		
<b>Email Address:</b>		
<b>Website:</b>	<b>Facebook:</b>	
<b>Sponsorship Options – check all that apply</b>		
*Gold: \$700.00 / Limit 2 / First come - first served		
*Silver: \$500.00 / Limit 4 / First come – first served		
*Bronze: \$350.00 /Limit 6/ First come - first served		
*Car/Plane Enthusiast: \$100.00		
*Sponsor a plane* Any Amount		
*Band/Stage: \$200.00 /1 available/ First come - first served		
<b>Total Cost:</b>		
<b>NOTE: Please do not send money with the application</b>		

**ACKNOWLEDGEMENT**

I have read and understand the Handbook in its entirety and will comply with all terms and conditions within. I will make the handbook available to all persons operating my space and ensure their compliance as well. The individual executing below represents to Dinwiddie County that such individual has the authority to represent any entity purported to be represented by such individual. By my signature below, I hereby agree to all terms and conditions set forth by Dinwiddie County.

Company / Organization: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

**SIGNATURE / AUTHORIZATION**

I certify that the information stated in this application is complete and true to the best of my knowledge. I understand that by submitting this application it does not guarantee me a space at the Wings & Wheels event.

Signature of Applicant: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

Return this request via mail or fax to:

Dinwiddie County Tourism  
 Address: 14010 Bodton Plank Rd. Dinwiddie, VA 23841  
 Phone: (804) 469-4500 ext. 2163 | Email: [hmccormack@dinwiddieva.us](mailto:hmccormack@dinwiddieva.us)