

# FlatRockFest Sponsorship Packet

## 1. Event Overview

- **Event Name:** FlatRockFest
  - **Date:** April 26, 2025
  - **Location:** Coleman Park
  - **Time:** 11-5 pm
  - **Expected Attendance:** 1200
  - **Event Description:**  
FlatRockFest is a community-centered event designed to celebrate the vibrancy of the 16th District. With a focus on local culture, art, music, food, and family-friendly activities, the festival brings together residents, visitors, local businesses, and organizations for a day of fun and connection.
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## 2. Event Mission & Goals

- **Mission Statement:**  
Our mission is to strengthen the bonds between our residents and local businesses, by supporting local artists and organizations to create an inclusive environment where everyone can enjoy the tastes, sounds and culture of the 16th District.
  - **Goals for the Festival:**
    - Foster a sense of community.
    - Showcase local talent, artists, and food vendors.
    - Provide family-friendly entertainment.
    - Increase engagement with local businesses and organizations.
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## 3. Audience Demographics

- **Who Will Attend:**
  - Local families, young professionals, and seniors.
  - Residents of the neighborhood and surrounding areas.
  - Tourists and visitors looking for unique cultural events.
- **Estimated Attendance:**  
1200 persons
- **Audience Interests:**
  - Community engagement
  - Local art, music, and culture
  - Food and beverage offerings
  - Family-friendly activities and entertainment

- Local businesses with products for sale
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#### 4. Sponsorship Opportunities

We offer several sponsorship levels with a variety of benefits to ensure your brand gets maximum exposure. Sponsorship packages can be customized to meet the specific needs of your business.

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### Sponsorship Levels

#### Platinum Sponsorship – \$2,000+

- **Exclusive Naming Rights:** "Presented by [Your Company Name]" in all marketing materials.
  - **Logo Placement:** Prominent logo on all event signage, banners, and posters.
  - **Event Stage Recognition:** Your company's name announced during the event.
  - **VIP Access:** 4 VIP passes, including a meet and greet with musicians with front row seats to stage.
  - **Social Media Promotion:** Featured on all event social media channels, with custom posts highlighting your support.
  - **Website Listing:** Your logo and company description on the festival website.
  - **Booth Space:** Premium 10x10 space at the event to promote your brand and engage with festival-goers.
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#### Gold Sponsor – \$1,250

- **Logo Placement:** Logo on event signage, posters, and event program.
  - **Event Recognition:** Recognition during key event activities and announcements.
  - **Social Media Promotion:** Acknowledgment and shout-out on social media platforms.
  - **Website Listing:** Your logo listed on the event website with a link to your business.
  - **Booth Space:** 10x10 booth space for branding and customer engagement.
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#### Silver Sponsor – \$500

- **Logo on Event Signage:** Inclusion of your logo on event signage and in the program.
- **Social Media Acknowledgment:** Mentions on the event's social media accounts.
- **Website Listing:** Your company logo displayed on the event website.
- **Booth Space:** 10x10 booth space to showcase your brand.

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### **Bronze Sponsor – \$250**

- **Logo in Event Program:** Inclusion of your logo in the event's printed program.
  - **Social Media Acknowledgment:** Recognition on the event's social media platforms.
  - **Website Listing:** Your business name listed on the event website.
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### **In-Kind Sponsorships**

In-kind sponsors contribute products or services (such as food, beverages, supplies, or entertainment). In-kind sponsors receive the following benefits based on the value of their donation:

- Recognition on event signage and website.
  - Acknowledgment on social media.
  - Booth space for product display or sampling.
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### **5. Additional Sponsorship Opportunities**

- **Kids' Zone Sponsor:** Sponsor the family-friendly kids' area, with your logo prominently displayed at the entrance and throughout the zone.
  - **Entertainment Sponsor:** Sponsor the main stage or musical performances.
  - **Food & Beverage Area Sponsor:** Sponsor the food courts or beverage stands, with signage and recognition.
  - **Green Sponsor:** Support sustainability efforts at the event, including waste management and eco-friendly initiatives.
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### **6. Benefits of Sponsorship**

- **Community Exposure:** Build brand recognition in front of a highly engaged local audience.
- **Positive Brand Association:** Align your brand with a beloved community event that celebrates art, culture, and local pride.
- **Networking Opportunities:** Connect with other local businesses, civic leaders, and potential customers.
- **Media Coverage:** Reach a wide audience through event press releases, social media campaigns, and local news outlets.

## 7. How to Become a Sponsor

To become a sponsor, please complete the attached sponsorship agreement form or contact us directly at:

- **Email:** [flatrockfest@gmail.com]
- **Phone:** [615.306.3603]
- **Website:** [www.glenclyffneighbors.org]

The deadline for sponsorship commitment is [3/15/2025].

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## 8. Contact Information

For any inquiries or further information, please feel free to reach out to us:

- **Festival Coordinator:** [Tony Zavitson]
  - **Email:** [tony.zavitson@gmail.com]
  - **Phone:** [615.306.3603]
  - **Website:** [www.glenclyffneighbors.org]
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