

FALL FESTIVAL SPONSORSHIP OPPORTUNITIES

AS A BENEFACTOR YOU WILL RECEIVE:

- One-full page ad in the official Fall Festival program (10,000 to be distributed at festival and 40,000 inserts in newspaper in greater City of Fairfax distribution area).
- Sponsor logo on two street banners (Chain Bridge Road & Main Street) for 10 days prior to the festivities.
- Sponsor ID in all printed Ads and press releases that appear in regional newspapers in the Washington DC metropolitan area.
- Ability to have information/product booth at the festival (table and chairs provided).
- Sponsor ID on City of Fairfax web site.
- Sponsor ID on 5 highly visible ads on back of CUE buses (public transportation buses that travel throughout the City).

Sponsor Investment: \$5000

(negotiable for in-kind contributions)

AS A PRINCIPLE SPONSOR YOU WILL RECEIVE:

- One-half page ad in the official Fall Festival program (10,000 to be distributed at festival and 40,000 inserts in newspaper in greater City of Fairfax distribution area).
- Ability to have information/product booth at the festival (table and chairs provided).
- Sponsor ID on City of Fairfax web site.
- Sponsor ID on 5 high visible ads on back of CUE buses (public transportation buses that travel throughout the City).

Sponsor Investment: \$3000

(negotiable for in-kind contributions)

AS AN ASSOCIATE SPONSOR YOU WILL RECEIVE:

- One-fourth page ad in the official Fall Festival program (10,000 to be distributed at festival and 40,000 inserts in newspaper in greater City of Fairfax distribution area).
- Ability to have information/product booth at the festival (table and chairs provided).
- Sponsor ID on City of Fairfax web site.

Sponsor Investment: \$1500

(negotiable for in-kind contributions)

SUPPORTING SPONSORSHIP

T-shirt sponsor – Sold

- Sponsor logo on back of 300 t-shirts worn by staff at the festival.
(Festival attendance – 40,000 people)
- One-fourth page ad in the official Fall Festival program (10,000 to be distributed at festival and 40,000 inserts in newspaper in greater City of Fairfax distribution area).
- Ability to have information/product booth at the festival (table and chairs provided).
- Sponsor ID on City of Fairfax web site.

Sponsor Investment: \$2000

Teen Lot sponsor

- One-fourth page ad in the official Fall Festival program (10,000 to be distributed at festival and 40,000 inserts in newspaper in greater City of Fairfax distribution area).
- Ability to have information/product booth at the festival (table and chairs provided).
- Sign listing sponsor as "Proud Supporter of the Teen Lot"
- Sponsor ID on City of Fairfax web site.

Sponsor Investment: \$2000

Contact: Leslie Herman, Special Events Coordinator for more info. 703/385-7949 or email lherman@fairfaxva.gov.