



Office use only

Date Recd: _____

Check #: _____

Amount \$: _____

Space #: _____

YEAR: _____

Sponsorship Application

Name: _____

Business: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail address: _____

Display area requested: _____

(We try to accommodate as much as possible)

***NOTE: YOU WILL NOT BE ALLOWED TO SET UP ON OR AROUND THE COURTHOUSE IF THIS FORM IS NOT RETURNED TO THE FESTIVAL OFFICES.**

Describe (in as much detail as possible) what your sponsorship area will consist of:

.....
Payment Method: Check Money Order Sponsorship Level/Event: _____

No Post Dated Checks. Make Checks Payable to: Tennessee Strawberry Festival, 107 Main Street, Dayton, TN 37321

**** There will be no refunds issued for ANY sponsorship space****

.....
 I have read the TSF Sponsorship Letter & Application and agree to the terms.

The Tennessee Strawberry Festival Steering Committee, Dayton Chamber of Commerce officers and/or directors, all representative property owners will not be held liable for damage of judgments that may be suffered by entrant, participant or spectator to his person or property and agree to indemnify the aforesaid parties against any losses, liability, expense or payment resulting from any such injury to person or property.

Company Representative Signature: _____ Date: _____



Sponsorship Letter

Dear Sponsor,

The Tennessee Strawberry Festival is holding its 71st annual event **April 28th, May 7th through 12th, 2018**. The TSF is organized by the Dayton Chamber of Commerce and its membership. This event will take place in "HISTORIC DOWNTOWN DAYTON" and attendance for the event is estimated at more than 50,000 people for the week long event. We recognize your company as being an aggressive, community oriented, and professionally minded company and would like to encourage you to become a sponsor of this exciting and high profile event.

With a Platinum or Gold sponsorship, you now have the opportunity to contribute to individual events. Any combination of sponsorship to any event allows you and your business more recognition during the festival. For example, if you would like to sponsor the Centennial Park Entertainment Stage, the Gospel Stage, Monday Night Kids Night and Wednesday Night Entertainment, your sponsorship would be at the Platinum level and you would receive recognition at each event, as well as still getting the advantages of Platinum sponsorship. As always, if you sponsor Platinum and/or Gold and do not specify individual events; your sponsorship will be used in all of our events as needed to continue providing a great festival experience for all in attendance.

We are excited about the prospect of having you involved with The Tennessee Strawberry Festival and hope you will agree it is a great promotional opportunity. We believe this plan will assist in name recognition and visibility for your business as well as increasing volume through product sales. Your company will be associated with one of Tennessee's largest and longest running festivals.

The Tennessee Strawberry Festival is a non-profit organization. Our success depends on the support from our community and the exceptional generosity of companies like yours.

Please call us at our office at **(423) 775-0361** or feel free to e-mail us at **chamber@volstate.net** if you have any questions. All mail correspondence can be sent to the **Dayton Chamber of Commerce, Attention TSF, 107 Main Street, Dayton, TN 37321**.

We anxiously await your reply.

Sincerely, *The Tennessee Strawberry Festival Committee*

SUGGESTED LEVELS OF SPONSORSHIP: *(Levels and incentives are negotiable)*

A. PLATINUM SPONSOR — \$3,000 +

- Prominent placement of your name and logo in area newspaper
- Name repetition in radio advertising
- Logo link on Website: **www.tnstrawberryfestival.com**
- *Promotional Booth Space at Courthouse
- Advertisement in our Official Festival Program — 15,000 printed
- Signage at festival site and all festival events
- Prominent logo on official festival t-Shirt
- 4 Official Tennessee Strawberry Festival t-shirts
- 4 passes to the Distinguished Young Youmen Program
- 4 passes to the Strawberry Pageant
- 4 passes to the carnival
- Waived parade entry fees
- Reserves seating at Centennial Park for Friday & Saturday entertainment
- A copy of your liability insurance must be submitted with your application or payment.

B. GOLD SPONSOR — \$2,000

- Prominent placement of your name and logo in area newspaper
- Name repetition in radio advertising
- Logo link on Website: **www.tnstrawberryfestival.com**
- *Promotional Booth Space at Courthouse
- Advertisement in our Official Festival Program
- Logo on official festival t-shirt
- 2 Official Tennessee Strawberry Festival t-shirts
- Signage at festival events
- A copy of your liability insurance must be submitted with your application or payment.

C. SILVER SPONSOR — \$1,000

- Placement in area newspaper advertising
- Name mentioned in radio advertising
- *1- 12' x 12' Promotional Booth Space at Courthouse
- Logo on Website: **www.tnstrawberryfestival.com**
- One company logo Advertisement in our Official Festival Program
- A copy of your liability insurance must be submitted with your application or payment.

**Detail are on the Vendor Form at www.tnstrawberryfestival.com/forms.*

See the **www.tnstrawberryfestival.com** for the latest on news, events, times and locations.



Event Sponsorship Opportunities

You are free to combine any group of sponsorship levels or events. If you have any questions about any of these levels, please feel free to call the chamber office at (423) 775-0361. We look forward to another successful festival. You will not want to miss it.

Annual TSF Auction Event Sponsor

I would like to contribute **\$200 to the annual TSF Auction**. Your name will be featured in the auction catalog, promotional flyers, advertising in the annual TSF TAB, signage at the event, recognition on our social media sites and TSF site. *The Annual Strawberry Auction is one of the ways we are able to fund our free events.*

Centennial Park Stage Event Sponsor

I would like to contribute **\$1000 to the Centennial Park Stage**. You will receive advertising in the annual TSF TAB, signage at the park, recognition on our social media sites and TSF site. *All entertainment is free to public.*

Gospel Stage Event Sponsor

I would like to contribute **\$1000 to the Gospel Stage**. You will receive advertising in the annual TSF TAB, signage at the park, recognition on our social media sites and TSF site. *All entertainment is free to public*

Annual Parade Event Sponsor

I would like to contribute **\$200 to the Annual Parade**. You will receive advertising in the annual TSF TAB, signage at the stage, recognition on our social media sites and TSF site.

Strawberry Pageant Event Sponsor

I would like to contribute **\$500 to the annual scholarship fund**. You will receive advertising in the annual TSF TAB, signage at the event, recognition in the official pageant program and on our social media sites and TSF site. Several years ago, we added a scholarship to the oldest age group. *With your donations we can increase those scholarship dollars.*

Monday Night Kids Night Event Sponsor

I would like to contribute **\$500 to the annual free kid's night fund**. You will receive advertising in the annual TSF TAB, signage at the park, recognition on our social media sites and TSF site. *This is a free event for 100's of children that continues to grow year after year.*

Wednesday Night Entertainment Event Sponsor

I would like to contribute **\$500 to the Wednesday night entertainment**. You will receive advertising in the annual TSF TAB, signage at the park, recognition on our social media sites and TSF site.

Annual Cruise In Event Sponsor

I would like to contribute **\$200 to the Annual Cruise In**. Your name will be on promotional flyers, on the dash plaques, in the annual TSF TAB, as well as recognition on our social media sites and the TSF site. *The Annual Cruise In brings out 100's of classic cars and is a big hit with our festival goers.*

See the www.tnstrawberryfestival.com for the latest on news, events, times and locations.