



Sponsorship Letter

Dear Sponsor,

The Tennessee Strawberry Festival is holding its 70th annual event **April 29th, May 9th through 13th, 2017**. 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.

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. FESTIVAL 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**
- Advertisement in our Official Festival Program — 15,000 printed
- Signage at festival site and all festival events
- *Promotional Booth Space at Courthouse
- Prominent logo on official festival t-shirt
- 6 Official Tennessee Strawberry Festival t-shirts
- A copy of your liability insurance must be submitted with your application or payment.

B. PLATINUM 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**
- Advertisement in our Official Festival Program
- *Promotional Booth Space at Courthouse

- Logo on official festival t-shirt
- 2 Official Tennessee Strawberry Festival t-shirts
- A copy of your liability insurance must be submitted with your application or payment.

C. EVENT 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.

D. FRIENDS OF THE FESTIVAL — UNDER \$1,000

- Mention on Website: **www.tnstrawberryfestival.com**
- Advertisement (non-logo) in our Official Festival Program

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



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:

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Payment Method: Check Money Order Sponsorship Level: _____

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****

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 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: _____