



2019 Corporate Sponsor Opportunities

Caroline Summerfest is a free two-day family festival in downtown Denton. Summerfest has become one of the signature events for Denton and Caroline County and holds a place for many as the end of summer “Hurrah” The event is hassle-free for families who want to do something together but not “go broke” in the process and a terrific fund and friend-raising opportunity for over 75 non-profits serving Caroline County and the Mid Shore.

Summerfest will be celebrating its 31st year on August 16 & 17. Think family reunion, community block party, sun, fun, and FREE! as you relax and de-stress within the small-town magic of historic Denton - that is Summerfest.

Summerfest has consistently attracted crowds of 8,000 – 9,500 for the past five years. In 2018 this number held at 10,500 – 10,750 as people continue to look for high quality events that are affordable and close to home.

Standard features of Summerfest include a street parade, several stages of professional and local entertainment, a variety of professional street performers, an interactive-art workshop area for kids, live demonstrations by local artists, a “Rivah Run” paddling event, fireworks, antique and custom car shows, craft displays and sales, and food & gaming concessions.

WHY SPONSOR?

Event marketing and sponsorships can be extremely effective ways to get your business name, brand and logo out to your target market. If you have a business or sell a product or service that you market to multiple ages and families, Caroline Summerfest may be the perfect vehicle to promote your business.

Corporate sponsorships range from \$250 to \$1,500 (cash and in-kind donations) and include sponsorships of specific stages and performances, events like the parade and fireworks, and activities like community murals and children’s activities.

As a Corporate Sponsor, you benefit in four significant ways:

- **Free publicity** - Your business will be associated with media promotion efforts and receive exclusive on-site festival signage should you wish to direct your contribution to a particular event or artist.
- **Free informational booth** – As a corporate sponsor you may choose to have an on-site information booth to give away product samples or special discounts or coupons or to set up a display to promote your business or service. The booth space reservation is incorporated into the sponsorship investment; however, sponsors are responsible for their booth construction (tents, decorations, worker seating, etc.) and space must be reserved before **June 1, 2019**. *Minimum contribution of \$395 is required for on-site presence with booth display.*
- **Free “good neighbor” association** – The benefits of association with a popular or community-related event are well documented. Consumers love to patronize businesses which support their community, making Caroline Summerfest a win-win when it comes to cost-effective marketing to a built-in target audience.

Please Join Us!

If your business needs to speak directly to families from Annapolis to the Mid-Shore then Caroline Summerfest may be just the marketing opportunity you’ve been looking for. To learn more, please call (410) 479-8120 or visit us online at www.carolinesummerfest.com.

2019 Summerfest Corporate Booth Reservation

**SEND THIS FORM ONLY IF YOUR BUSINESS WILL
HAVE A BOOTH AT THE EVENT**

Booth space at the event is optional, but must be reserved!

Minimum sponsorship requirement is \$395 for any private or for-profit business. Reserve your 10x10 space by completing the form below and faxing it by June 1, 2019. If you require a space larger than 10x10, additional fees will apply and are generally assessed at \$1/additional square foot. For example, a 10x20 is an additional 100 square feet - fee is \$495

Booth requests received after this deadline date may be allotted on a space available basis and are not guaranteed street-level visibility.

The contact person you list below will receive a confirmation packet by August 1 that defines your booth location assignment and the set-up requirements of your space. ***Please note:*** you will be responsible for the construction of your booth. If you require a tent, please secure these services through local vendors. **Summerfest will provide one 6-foot banquet table and access to electric for vendor/sponsor provided lighting for each 10x10 space reserved.**

If you want to sit down, please provide your own chairs.

Business/Organization Name _____

Name of **BOOTH** Contact Person _____

Business/Organization Mailing Address _____

Home Address of BOOTH Representative _____

Day Phone # _____ Mobile Phone # _____

Fax # _____ Email: _____

1. DATES OF Booth Operation (check all that apply): ___ Friday, 8/16 ___ Saturday, 8/17

2. Will you be setting up a booth, tent, trailer or step van? ___ No ___ Yes.

If Yes, please specify equipment and space requirements: _____

Booth Size: 10x10 (\$395) ___ 20x10 ___ (\$495) (please check one)

Note: if your booth display exceeds a 200-sq. foot area, please contact Sue Simmons at Caroline County Recreation & Parks to review site arrangements and sponsorship levels. 410.479.8130

3. Please specify electrical needs for display if they exceed the lighting you are providing for evening booth operation (Reminder: utilities limited to 110 watts or 20-amp service only; 2 sockets)

4. Please inform us of any special needs you have during the festival set-up or operation:

***THIS FORM MUST BE ACCOMPANIED WITH A 2019
CORPORATE SPONSORSHIP PLEDGE FORM***

**FAX COMPLETED FORM TO Sue Simmons AT 410-479-4194 or email to
Heidi Potter at hpotter@carolinemd.org.
Response Deadline June 1, 2019**

OFFICE USE ONLY
Date Recv'd: _____
Booth Area: _____
Booth #: _____
Tables: _____
Special Electric: _____
Phone confirmation: _____
Date: _____
Initials: _____



Consider the Options Below and Check the One That Works Best for Your ORGANIZATION

- Under \$250 Festival Friend \$_____ Indicate Amount** A cash contribution that can be recognized on the event website or quietly acknowledged with a thank you.
- \$250- 394 Foundation Sponsor \$_____ Indicate amount**
Contribute a minimum of \$250 and your business will be recognized on the festival website and on-site festival signage.
- \$395 – 649 Showcase Sponsor \$_____ Indicate amount**
A minimum contribution of \$375 secures your business with an optional information booth at the event for one or both days. Please refer to an additional booth reservation form for this option. Sponsor recognition on the festival website and on-site mirrors the \$250-350 level.
- \$650 – 999 Premier Sponsor \$_____ Indicate amount**
Festival contributions at this level include the benefits previously mentioned plus stage level recognition by guest MC’s, up to 6 radio commercial mentions on WCEI/WINX in connection to Caroline Summerfest commercials 10 days before the event, and sponsor ad recognition in the Star Democrat and Weekender publications.
- \$1,000 - \$1,500 Star Sponsor \$_____ Indicate amount**
Media visibility expands to include 10 radio commercial mentions on WCEI/WINX, a displayed ad and link to your business on carolinesummerfest.com, Main Stage signage and MC recognition as “Star” sponsor and logo sponsor visibility on event t-shirts. All other sponsor recognition standards apply.

Check One:

- Please use my contribution where you need it most; **OR**
- Send me more specific information by June 1, 2019 on the performer and program details below:

- _____ Stage Sponsorship (Courthouse Main Stage, and Courthouse Performance Pavilion, Family Stage) Sponsorships range from \$650 to \$1,500.
- _____ Performance entertainment includes stage and strolling and all varieties and styles of music: bluegrass, rock, country, gospel, jazz, and R&B. Range: \$250 to \$600.
- _____ Special Event Features are fireworks, car shows, community murals, sand sculptor, community parade, and D.J. Karaoke. Range: \$250 to \$450.
- _____ Support Services (i.e. free shuttle transportation, volunteer & performer hospitality, refreshment & respite stations for families, hand washing stations). Range: \$250 to \$750.

Please confirm the following information

- YES!** I Need A Booth!! (*Please* complete the Booth Reservation Form enclosed)
- No thanks!* No Booth Required



Business Name: _____
 Contact Person: _____
 Phone and email address for contact: _____
 Mailing Address: _____

Return this Form to Sue Simmons, Program and Development Chair for Caroline Summerfest

**Make checks payable to: Caroline County Commissioners
 FAX 410.479.4194 or 107 Fourth Street, Denton, MD 21629**