

42nd Annual Bethany Beach Boardwalk Arts Festival
Saturday, September 12, 2020
 Sponsorship Opportunities

<p>□ PRESENTING SPONSOR - SOLD</p>	<p>\$4,000</p>
<p>Press release announcing sponsorship 10' x 10' tented booth space in the highest traffic area on the boardwalk for promotional materials and/or product samplings Mentions in all media and event advertising as Presenting Sponsor -Radio, TV, E-Mail Campaign, Social Media, Website, Local & Regional Print Advertising -Marketing Time Frame: January 1 – September Company logo on all promotional items Full Exposure on Live Radio Broadcast at event from 9:00-12:00 p.m. Company logo on event banners hung at chamber Company logo on event banners downtown Bethany Beach prior to event Company logo on event website Company logo on event Facebook page Full page, back cover advertisement in the Festival program Company logo on festival shopping bags One flat marketing piece to put in shopping bags First right of refusal for 2021 sponsorship made with 180 days after event Hold harmless agreement</p>	
<p>□ GARFIELD PARKWAY SUPPORTING SPONSOR - SOLD</p>	<p>\$2,250</p>
<p>Press release announcing sponsorship 10' x 10' tented booth space in the highest traffic area on Garfield Parkway for promotional materials and/or product samplings Mentions in all media and event advertising as Supporting Sponsor -Radio, TV, E-Mail Campaign, Social Media, Website, Local & Regional Print Advertising -Marketing Time Frame: January 1 – September Full Exposure on Live Radio Broadcast at event from 9:00-12:00 p.m. Company logo on event website Company logo on event Facebook page Full page advertisement in the Festival program Company logo on festival shopping bags One flat marketing piece to put in shopping bags Hold harmless agreement</p>	
<p>□ MEDIA SPONSOR - SOLD</p>	<p>\$1,500</p>
<p>Mention as a "Media Sponsor" in all news releases for the event Exposure on Live Radio Broadcast at event from 9:00 a.m. – 12:00 p.m. 12'x5' booth space at the event for distribution of promotional materials and/or product sampling Half-page advertisement in the Arts & Antiques program Logo and link on event web page</p>	

Sponsorship limited to one sponsor per category: newspaper, magazine, radio, television, etc.

□ **PARKWOOD ENTRANCE FESTIVAL SPONSOR - SOLD** | **\$1,000**

Press release announcing sponsorship
 10' x 10' tented booth space in the highest traffic area on the boardwalk for promotional materials and/or product samplings
 Mentions in all media and event advertising as Festival Sponsor
 -Radio, TV, E-Mail Campaign, Social Media, Website, Local & Regional Print Advertising
 Full Exposure on Live Radio Broadcast at event from 9:00-12:00 p.m.
 Company logo on event website
 Company logo on event Facebook page
 1/2 page advertisement in the Festival program
 One flat marketing piece to put in shopping bags
 Hold harmless agreement

□ **BOARDWALK ENTRANCE FESTIVAL SPONSOR - SOLD** | **\$1,000**

Press release announcing sponsorship
 12' x 5' booth space in the highest traffic area on the boardwalk for promotional materials and/or product samplings
 Mentions in all media and event advertising as Festival Sponsor
 -Radio, TV, E-Mail Campaign, Social Media, Website, Local & Regional Print Advertising
 Full Exposure on Live Radio Broadcast at event from 9:00-12:00 p.m.
 Company logo on event website
 Company logo on event Facebook page
 1/2 page advertisement in the Festival program
 One flat marketing piece to put in shopping bags
 Hold harmless agreement

□ **SILENT AUCTION SPONSOR** | **\$750**

Press release announcing sponsorship
 10' x 10' booth space in the highest traffic area on the bandstand for promotional materials and/or product samplings
 Mentions in all media and event advertising as Silent Auction Sponsor
 -Radio, TV, E-Mail Campaign, Social Media, Website, Local & Regional Print Advertising
 Company logo on event website
 Company logo on event Facebook page
 1/4 page advertisement in the Festival program
 One flat marketing piece to put in shopping bags
 Hold harmless agreement

SHOPPING BAG SPONSOR

\$500

- Quarter-page advertisement in the Arts & Antiques program
- Exposure on Live Radio Broadcast at event from 10:00 am - 12:00 pm
- Company logo on bag handed out at event (qt. 1,000)
- One flat marketing piece to put in goodie bag
- Company name and link on event web page
- Hold harmless agreement

VOLUNTEER SPONSOR

\$500

- 1/4 page advertisement in the Festival program
- Company logo on event Volunteer Shirt
- One flat marketing piece to put into goodie bag

**42nd Bethany Beach Boardwalk Arts Festival
Sponsorship Agreement Form**

Contact Information

Member Name _____

Event Contact _____

E-mail _____

Payment Information*

- Please invoice me
- Payment enclosed (checks made out to BFACC) CK# _____
- Please charge my credit card


Name _____

Card # _____

Exp. Date _____ CVV _____ Billing Zip _____

Signature _____

Date _____



Completed forms should be returned via mail, fax, or email:
36913 Coastal Highway, Fenwick Island, DE 19944-4079
Fax: 302-539-9434 | Email: events@bethany-fenwick.org

Questions? Contact Connor Lineberry at 302-539-2100 x 115.