

## Salisbury Festival Classic Car Show

( April 24th)

**\$600 SPONSORSHIP**

(4 Sponsorship Spots Available at \$600 each)

Hosted by the **Wheels That Heal Car Club**

- Byline on the festival program and web page (with link)
- Name of sponsors on all flyers and other advertising
- Name of sponsors on dash plaques — given to the first 100 vehicles
- Name of sponsors on banner displayed at registration tent and in public view
- Space provided for sponsors to display literature or products
- Wheels that Heal Car Club application plaque given at the awards ceremony.
- Opportunity to display your banner on the Riverwalk railings Thursday through Sunday
- Mention in press releases and have a merchandise display

Many sponsorship opportunities at the Salisbury Festival Kick-Off Golf Tournament. Contact the Chamber for more info!!!



**For more information  
contact:**

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# Salisbury Festival



**SPONSORSHIP  
OPPORTUNITIES**

**April 23-25, 2010**

*Be a part of a  
community tradition!*

# 28th Annual Salisbury Festival

Events begin on Wednesday, April 21st with the Golf Tournament and culminate into a full weekend of festival activities Friday, Saturday & Sunday, April 23-25.

## Sponsorship Opportunities

### Friday Night Block Party

**Friday (APRIL 23rd)**

**\$1,000 Sponsorship**

**Will include live entertainment, the opening ceremony, live bands, and food mainly provided by non-profit groups.**

#### **Sponsors will receive...**

- Opportunity to display a banner on the stage all day Friday
- Opportunity to display your banner on the Riverwalk railings on Thursday through Sunday
- Several Announcements from the stage will be made to promote your sponsorship
- Mention in press releases and Business Journal articles whenever possible and appropriate
- Merchandise display space and marketing opportunities for a booth on Friday and Saturday
- Logo on festival web page (with link)
- Logo included in festival program
- Promotional consideration in media interviews

## Children's Arts and Crafts Activities

**(located on Main Street)**

**Saturday (April 24th)**

**\$300 Sponsorship**

**Local non-profits will provide FREE crafts for kids to create and take home with them**

- Byline on the festival program and festival web page (with link)
- Opportunity to display banners or signs on Main Street announcing your sponsorship all day Saturday
- Opportunity to display your banner on the Riverwalk railings on Thursday through Saturday
- Merchandise display space and marketing opportunities on Saturday
- Name will be included in the handout festival program
- Mention in press releases and have a merchandise display

## SATURDAY AFTERNOON

### BLOCK PARTY

**(April 24th)**

**\$1,000 Sponsorship**

**Music will fill the streets and food will be mainly provided by non-profit groups**

- Opportunity to display a banner on the stage all day Saturday
- Opportunity to display your banner on the Riverwalk railings on Thursday through Sunday
- Several Announcements from the stage will be made to promote your sponsorship
- Mention in press releases and BJ articles whenever possible and appropriate

- Merchandise display space and marketing opportunities for a booth on Friday and Saturday
- Logo on festival web page (with link)
- Logo included in festival program
- Promotional consideration in media interviews

## SATURDAY COMMUNITY PERFORMANCE STAGES

**( April 24th)**

**\$500 SPONSORSHIP**

**(GOVERNMENT PLAZA or COURT ST. STAGE)**

**Will feature local dance, karate, church groups and more!**

- Byline on the festival program and web page (with link)
- Opportunity to display a banner on the stage during the entire festival
- Announcements from the stage promoting your sponsorship
- Opportunity to display your banner on the Riverwalk railings Thursday through Sunday
- Mention in press releases and have a merchandise display

