

48TH ANNUAL

JUNE 1 & 2 2024

TROY STRAWBERRY FESTIVAL

A program of the Troy Chamber of Commerce



SPONSORSHIP OPPORTUNITIES



ABOUT TROY STRAWBERRY FESTIVAL



HOME GROWN SINCE 1977



The Troy Strawberry Festival was founded in 1977. A group of local leaders had seen a festival in a small town like Troy and thought "wouldn't it be great to have a festival of our own?" Originally thought of as the Sweet Corn Festival, local farmers decided to change it to The Strawberry Festival since it was the first crop of the season. The goal of our beloved festival is to provide a fundraising outlet for local non-profits. The number has grown over the years from the original 10 non profits to over 60.

FACTS

The Troy Strawberry Festival will be celebrating its 48th year in June of 2024. Since the beginning the festival has grown each year. It has become one of the largest festivals in the Midwest and voted by readers of Ohio Magazine as the "Best Summer Food Festival" and the "Best of Dayton" festival of the year. Troy sees between **175,000-200,000 visitors** from Ohio, Kentucky, Indiana and points beyond. Since 1977, the Troy Strawberry Festival has become a tradition and has held a special place in the hearts of thousands of berry lovers. We would love for you to be a part of the tradition!

As a Sponsor of the Troy Strawberry Festival, your organization has the opportunity to be part of this great tradition and reach an extensive and receptive audience. It is our objective to help you reach your marketing goals by providing sponsorship opportunities to fit any budget.



WE'RE BERRY CONNECTED

Facebook

26K followers

134K reach

Instagram

2.6K followers

Website

www.troystrawberryfest.com

67K users

94K page views



SPONSORSHIP PACKAGES

Exhibiting Sponsorship Packages

PRESENTING SPONSOR

\$20,000

Sponsorship Includes:

- 12x24 booth space, with tent provided
- Name/Logo on all promotional materials (print, digital and tv advertising)
- Logo on volunteer t-shirts
- Festival “presented by” acknowledgement on festival homepage with hyperlink to your website
- Name/Logo on festival digital program with hyperlink
- Name/Logo on festival signage including at all stages and entry points
- Minimum of fifteen (15) boosted social media posts highlighting your sponsorship
- Name mentioned over festival sound system throughout event
- VIP sponsor lounge (hospitality, snacks, air conditioning, bathrooms)
- 4 VIP parking passes

SHUTTLE SPONSOR

\$10,000

- 12x12 booth space, with tent provided at shuttle drop off
- Name/Logo on all promotional materials (print, digital and tv advertising)
- Name/Logo on festival digital program with hyperlink
- Name/Logo on festival signage at shuttle stops (3) and shuttle drop off at festival site
- Minimum of ten (10) boosted social media posts highlighting your sponsorship
- Name mentioned over festival sound system throughout event
- VIP sponsor lounge (hospitality, snacks, air conditioning, bathrooms)
- 2 VIP parking passes

CORPORATE SPONSOR (5)

\$5,000

- 12x12 booth space
- Name/Logo on all promotional materials (print and digital)
- Name/Logo on festival digital program with hyperlink
- Name/Logo on festival signage
- Minimum of five (5) boosted social media posts highlighting your sponsorship
- Name mentioned over festival sound system throughout event
- VIP sponsor lounge (hospitality, snacks, air conditioning, bathrooms)
- 1 VIP parking pass

SPONSORSHIP PACKAGES

Non-Exhibiting Sponsorship Packages

RESTROOM SPONSOR (1) \$2,500

- Your advertisement in each of the portable restroom units
- Name/Logo on all promotional materials (print and digital)
- Name/Logo on festival digital program with hyperlink
- Name/Logo on festival signage
- Social media posts highlighting your sponsorship
- Name mentioned over festival sound system throughout event
- VIP sponsor lounge (hospitality, snacks, air conditioning, bathrooms)
- 1 VIP parking pass

STAGE SPONSOR (2) \$2,500

- Choice of Prouty Stage presented by or Levee Stage presented by
- Name/Logo on all promotional materials (print and digital)
- Name/Logo on festival digital program with hyperlink
- Name/Logo on festival signage
- Social media posts highlighting your sponsorship
- Name mentioned from stage throughout event
- VIP sponsor lounge (hospitality, snacks, air conditioning, bathrooms)
- 1 VIP parking pass

ENTERTAINMENT SPONSOR (10) \$1,500

- Name/Logo on Stage signage
- Name/Logo on all promotional materials (print and digital)
- Name/Logo on festival digital program
- Name/Logo on festival signage
- Social media posts highlighting your sponsorship

SPONSORSHIP PACKAGES

On-Site Event Sponsorship Packages

PIE EATING SPONSOR \$500

- Opportunity to be on-site during event to promote your company
- Name/Logo on all promotional materials for event
- Name/Logo on festival digital program
- Name/Logo on festival signage
- Social media posts highlighting your sponsorship

FRIDAY NIGHT CHILDREN'S EVENT SPONSOR \$250

- Opportunity to be on-site during event to promote your company
- Name/Logo on all promotional materials for event
- Name/Logo on festival digital program
- Name/Logo on festival signage
- Social media posts highlighting your sponsorship

SUPER KIDS SPONSOR \$500

- Opportunity to be on-site during event to promote your company
- Name/Logo on all promotional materials for event
- Name/Logo on festival digital program
- Name/Logo on festival signage
- Social media posts highlighting your sponsorship

QUEEN'S PAGEANT (3) SCHOLARSHIP \$1000

- Opportunity to be on-site during event to promote your company
- Name/Logo on all promotional materials for event
- Name/Logo on festival digital program
- Name/Logo on festival signage
- Social media posts highlighting your sponsorship

SPONSORSHIP PACKAGES

SUPPORTING SPONSOR PACKAGES

FRIENDS OF THE FESTIVAL up to \$250

- Name/Logo on festival digital program
- Name/Logo on festival sponsor banner
- Name listed on Sponsor page on website
- Social media posts highlighting your sponsorship

FESTIVAL SUPPORTER \$251-500

- Name/Logo on festival digital program
- Name/Logo on festival sponsor banner
- Name/Logo on festival website homepage
- Name/Logo on festival sponsor page on website
- Social media posts highlighting your sponsorship

CHAIRMANS CIRCLE \$501-1000

- Name/Logo on festival digital program
- Name/Logo on festival sponsor banner
- Name/Logo on festival website homepage
- Name/Logo on festival signage
- Name/Logo on festival sponsor page on website
- Social media posts highlighting your sponsorship

WE WANT YOU TO BE BERRY INVOLVED!

BECOME A PART OF THIS GREAT FESTIVAL!

YES, I would like to be a sponsor at the level(s) marked below:

On Site Exhibiting Sponsor Packages

- Presenting Sponsor (20,000)
- Shuttle Sponsor (\$10,000)
- Corporate Sponsor (\$5,000)

Non-Exhibiting Sponsor Packages

- Restroom Sponsor (\$2,500)
- Stage Sponsor (\$2,500)
- Entertainment Sponsor (\$1,500)

On-Site Sponsor Packages

- Queen's Pageant Scholarship Sponsor (\$1,000)
- Super Kids Sponsor (\$500)
- Pie Eating Sponsor (\$500)
- Friday Night Kid's Events Sponsor (\$250)

Supporting Sponsor Packages

- Chairman's Circle Sponsor (\$501-\$1,000)
- Supporting Sponsor (\$251-\$500)
- Friends of Festival (up to \$250)

Yes, I am interested in partnering with the Troy Strawberry Festival.
Please call me to discuss the best option for my business.



Company Name: _____

Address: _____

Contact Person: _____

Telephone: _____

E-mail Address: _____

Sponsorships will be invoiced and must be paid by April 1 in order to be included in any print marketing.

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