

47TH ANNUAL

JUNE 3 & 4, 2023

TROY STRAWBERRY FESTIVAL



SPONSORSHIP OPPORTUNITIES



ABOUT TROY STRAWBERRY FESTIVAL



A FESTIVAL 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 44th year in June of 2022. Since the beginning the festival has grown more and more 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

23,893 followers
32,000 "check-ins"

Instagram

2,251 followers

Twitter

860 followers

Website

www.troystrawberryfest.com
18,951 users
54,435 page views



GENERAL SPONSORSHIP

Sponsorship Benefit	\$250 Friends of Festival Level	\$500 Bronze Level	\$1,000 Silver Level	\$2,500 Gold Level	\$5,000 Platinum Level	\$10,000 Featured Sponsor	\$20,000 Title Sponsor
Listed on Sponsorship Banner	X	X	X	X	X	X	X
Company Named listed in Festival Guide	X	X	X	X	X	X	X
Company name listed on festival website sponsor page	X	X	X	X	X	X	X
Company logo only on festival website Home Page		X	X	X	X	X	X
Company Name and Logo featured in Festival Guide			X	X	X	X	X
Sponsorship link and logo on festival website Home Page				X	X	X	X
Physical presence at the festival to share about your company & hand out literature					X	X	X
Logo featured on all print material, signage and web page. Name and logo featured in radio, TV and print advertising.					If Space is available	X	X
Mentions on social media platforms announcing partnership						X	X
Logo on festival volunteer T-shirts and barrier covers							X
VIP Experience: Hospitality during festival at Official Festival Headquarters (food, beverages, restrooms & air conditioning)							X

STAGE & ENTERTAINMENT SPONSORSHIP



The Strawberry Festival features LIVE entertainment on 3 stages throughout the festival grounds. The stages feature family friendly local and regional acts as well as exhibitions from local dance and karate studios.

Benefits include name announced at least three times during event, name on all signage and print promotional items and the opportunity to have a physical presence during the event. Contact the office for more information!

MAIN STAGES

STAGE SPONSOR (PROUTY PLAZA STAGE)

JUNE 3RD & 4TH

\$2,000

Benefits include banner on the stage and name announced prior to each act, social media promotion, print promotional items and the opportunity to have a physical presence near the stage.

STAGE SPONSOR (LEEVEE STAGE)

JUNE 3RD & 4TH

\$2,000

Benefits include banner on the stage and name announced prior to each act, social media promotion, print promotional items and the opportunity to have a physical presence near the stage.

SUPPORTING STAGE (HOMETOWN EXHIBITIONS)

HOMETOWN STAGE (LEEVEE)

JUNE 3RD & 4TH

\$750

Benefits include signage at stage, social media promotion, print promotional items and the opportunity to have a physical presence near the stage.

ENTERTAINMENT SPONSORS

JUNE 3RD & 4TH

\$1200 EACH

Support the festival by sponsoring entertainment on each of the stages. Benefits include signage at stage, company name announced at least 3 times throughout the day, name on print promotional items, social media promotion.

EVENT SPONSORSHIP



BERRY KIDS CRAWL



STRAWBERRY FESTIVAL PAGEANT



5K/10K CLASSIC RUN

Join in the fun by sponsoring an event!

Benefits include name announced at least three times during event, name on all signage and print promotional items and the opportunity to have a physical presence during the event.

EVENT

EVENT DATE

AMOUNT

BIG WHEEL RACE

FRIDAY, JUNE 3RD

\$250

CLASSIC 10K RUN

SUNDAY, JUNE 4TH

\$3000

JR. GOLF TOURNAMENT

PRE FESTIVAL

\$1000

LITTLE MISS AND MR. STRAWBERRY

SATURDAY, JUNE 3RD

\$500

STRAWBERRY PIE EATING

SATURDAY, JUNE 3RD

\$500

STRAWBERRY QUEEN PAGEANT

PRE FESTIVAL

\$5000

SHOLARSHIP SPONSOR

\$1000

FLOWERS

IN-KIND DONATION

SUPER KIDS COMPETITION

SUNDAY, JUNE 4TH

\$600

CAR SHOW PRESENTING SPONSOR

SUNDAY, JUNE 4TH

SOLD
\$500

CAR SHOW SUPPORTING SPONSOR

SUNDAY, JUNE 4TH

\$500

Dates, Times and Events are subject to change

Call the office for specific event sponsorship information.

WE WANT YOU TO BE BERRY INVOLVED!

BECOME A PART OF THIS GREAT FESTIVAL!

- _____ Title Sponsor (20,000)
- _____ Featured Sponsor (\$10,000)
- _____ Platinum Sponsor (\$5,000)
- _____ Gold Sponsor (\$2,500)
- _____ Stage Sponsor (\$2000)
- _____ Entertainment Sponsor (\$1000)
- _____ Silver Sponsor (\$1,000)
- _____ Bronze Sponsor (\$500)
- _____ Friends of Festival (\$250)
- _____ Festival Event



(Yes, I would like to sponsor the following event for the amount listed above.) _____

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

In an effort to help us with our planning, please return this form by February 28. Sponsorships will be invoiced and must be paid by April 1 in order to be included in any marketing.

Company Name: _____

Address: _____

Contact Person: _____

Telephone: _____

E-mail Address: _____

*** To be included in all print advertising, sponsorship payment must be received by March 1st.**

If you have any further questions or want information, please contact the Troy Strawberry Festival office. Thank you for all your support.

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