

SPONSORSHIP LETTER OF AGREEMENT

Company Name: \_\_\_\_\_  
 agrees to provide a financial sponsorship for the Kiwanis Club of Dothan's **Family 4th Celebration** to be held on July 4, 2011. As a sponsor, I will receive the applicable sponsorship benefits and opportunities as described within this information sheet. I further understand these opportunities will not be valid until this agreement is signed and my check has been issued and accepted by the Kiwanis Club of Dothan. *In order to appear in advertising, commitment must be received by May 1, 2011*  
**As a sponsor, I agree to provide digital artwork for all promotional advertising.**

Please check appropriate sponsorship:

- \_\_\_\_\_ Presenting Sponsor ..... \$15,000
- \_\_\_\_\_ Entertainment Sponsor ..... \$3,000
- \_\_\_\_\_ Hospitality Tent Sponsor ..... \$2,500
- \_\_\_\_\_ Children's Area Sponsor ..... \$2,500
- \_\_\_\_\_ Activities Sponsor ..... \$1,000
- \_\_\_\_\_ Car Show Sponsor..... \$2,500
- \_\_\_\_\_ Train Sponsor..... \$1,000
- \_\_\_\_\_ Official Sponsor (limited to one of each type, please call to check availability)... \$1,000
- \_\_\_\_\_ Ticket Sponsor ..... \$500

\_\_\_\_\_  
 Sponsor Name (as you would like it to appear on promotional materials)

\_\_\_\_\_  
 Address City, ST ZIP

\_\_\_\_\_  
 Contact Person Phone number(s) FAX

\_\_\_\_\_  
 Website e-mail

\_\_\_\_\_  
 Authorized Signature Date

Send this completed agreement with check payable to:

**Kiwanis Club of Dothan**  
**c/o The Main Event**  
**PO Box 863**  
**Dothan, AL 36302**  
**(334) 699-1475**



\_\_\_\_\_  
 Date received/ approved or rejected by  
 (Authorized signature only)

Sponsorship  
 Opportunities



MONDAY, JULY 4, 2011

DOTHAN, ALABAMA

### **Presenting Sponsor (to include Fireworks show)- \$15,000**

This supporter would receive top sponsorship billing, with their name being affiliated strongly with the event and exclusively as the sponsor of the “*Red, White and BOOM! Fireworks Extravaganza*”. The sponsor logo and/or name would be used in all print materials (posters, billboards, newspapers, and magazines, etc.) as well as mentioned when applicable and able in other forms of media (radio, TV, internet). This level of sponsorship will also include the company logo and link displayed on the [www.family4thcelebration.com](http://www.family4thcelebration.com) web site. The day of the event, the Fireworks Show Sponsor will also be recognized through on-site signage and banner material. The Fireworks Show Sponsor may, at their option, set up a complementary vendor booth up to 10’ x 40’ in the air-conditioned vendor building to sell merchandise or distribute materials. This sponsorship level will also include 1000 admission tickets to the event and 20 Sponsor Passes.

### **Entertainment Sponsor- \$3,000**

The corporate backer of the entertainment will also be promoted in all print media with their logo and/or name. This sponsorship will also give naming rights for the entertainment portion of the venue (i.e.: the “XYZ Company Stage”) They will also be billed as the exclusive sponsor of the day’s entertainment through the use of corporate banners/ signage at all entrances to the stage area. This level of sponsorship will also include the company logo and link displayed on the [www.family4thcelebration.com](http://www.family4thcelebration.com) web site. The Entertainment Sponsor may, at their option, set up a vendor booth to sell merchandise or distribute promotional materials at no additional cost. This sponsorship level will also include 25 admission tickets to the event and 10 Sponsor Passes.

### **Hospitality Tent Sponsor- \$2,500**

This sponsorship opportunity will receive their logo/ company name in all print materials and will have the large tent used to provide a shady resting area named after their company (i.e.: “The XYZ Hospitality Tent”). They will also be billed as the exclusive sponsor of the Hospitality area through the use of corporate banners/ signage at all entrances to the marketplace area. This level of sponsorship will also include the company logo and link displayed on the [www.family4thcelebration.com](http://www.family4thcelebration.com) web site. The Hospitality Tent Sponsor may, at their option, have vendor space of up to 10’ x 40’ to distribute corporate or promotional materials and/or sell product. This vendor will also have choice of vendor space location, and this level will also include 25 admission tickets to the event and 10 Sponsor Passes.

**Children’s Area Sponsor- \$2,500** The corporate backer of the children’s area will also be promoted in all print media with their logo and/or name. This sponsorship will also give naming rights for the children’s area of the venue (ie: the “XYZ Company Kids Zone”) They will also be billed as the exclusive sponsor of the children’s entertainment area through the use of corporate banners/ signage at all entrances to the kids zone area. This level of sponsorship will also include the company logo and link displayed on the [www.family4thcelebration.com](http://www.family4thcelebration.com) web site. The Children’s Area Sponsor may, at their option, set up a vendor booth to sell products and/or distribute corporate or promotional materials at no additional cost. This sponsorship level will also include 25 admission tickets to the event, and 10 Sponsor Passes.

### **Car and Bike Show Sponsor- \$2,500**

The car show sponsor would receive exclusive sponsorship rights of the car show (i.e.: The Family 4th Celebration Car Show, sponsored by XYZ Company) in all print and promotional materials. This level of sponsorship will also include the company logo and link displayed on the [www.family4thcelebration.com](http://www.family4thcelebration.com) web site. This sponsor would be recognized on site with signage at the car show area, and will have the opportunity to sell or distribute product or promotional items the day of the event. The Car Show Sponsor will also receive 10 admission tickets to the event and 5 Sponsor Passes.

### **Activities Sponsor- \$1,000**

This sponsor would be providing the funds to present free activities during the festival. Some possibilities of activities would include pony rides, face painting, and supplies/ prizes for old-time family favorite games such as a watermelon-eating contest. This level of sponsorship will also include the company logo and link displayed on the [www.family4thcelebration.com](http://www.family4thcelebration.com) web site. They will have their name/company logo associated on-site with such activities and may also set up a vendor booth to sell product or distribute corporate materials at no additional cost. This sponsorship level will also include 10 admission tickets to the event and 5 Sponsor Passes.

### **Official Sponsorships available -\$1,000 each**

For \$1,000 in either cash or in-kind product trade, your company, product or service can be designated as the “Official \_\_\_\_\_ of the Family 4th Celebration”. Examples of possible sponsorships at this level include, soft drinks, bottled water, beer, printing, cellular phones, trucks, trailers, etc. Official Sponsorship Designations are exclusive and available on a first come, first served basis. This level of sponsorship will also include a link on the site, [www.family4thcelebration.com](http://www.family4thcelebration.com), as well as 10 admission tickets to the event and 5 Sponsor Passes.

### **Ticket Sponsor - \$750**

This sponsor will be able to have their company logo/name and company information or a coupon printed on the back of the admission ticket (within space constraints). They may also display up to two company banners (they must provide) at the venue the day of the event. This sponsorship opportunity also includes 5 admission tickets and 2 Sponsor Passes to the event. This level of sponsorship will also include the company logo and link displayed on the [www.family4thcelebration.com](http://www.family4thcelebration.com) web site.

### **Associate Sponsor - \$500**

As an associate sponsor, you can feel good about your investment in this well attended community festival. You’ll receive a premium booth space to promote your business or product, as well as a link on the festival web site to your site, and 4 admission tickets to the festival.