

# Town of Occoquan

## Festival Sponsorship Opportunities 2024



## Core Sponsorships

### Reservoir Sponsor (\$10,000)

All benefits listed below, plus:

- Upgrade to back cover ad in the Occoquan Visitor's Guide\*
- Upgrade to large logo on volunteer t-shirts\*
- Four (4) VIP Packages

*One (1) opportunity available*

### Tributary Sponsor (\$5,000)

All benefits listed below, plus:

- Upgrade to 10' x 20' premium booth space
- Upgrade to 1/4 page ad in the Occoquan Visitor's Guide\*
- Upgrade to medium logo on volunteer t-shirts\*

*Limited opportunities available*

### Basin Sponsor (\$2,500)

All benefits listed below, plus:

- Upgrade to small logo on volunteer t-shirts\*
- Two (2) mentions on social media (Facebook & Instagram)

*Limited opportunities available*

### Watershed Sponsor (\$1,500)

All benefits listed below, plus:

- Logo on sponsorship banner at entrances to event\*
- One (1) mention on social media (Facebook & Instagram)

*Limited opportunities available*

### Vendor Sponsor (\$1,000)

- 10' x 10' premium booth space
- Business name on sponsorship banner at entrances to event
- Business name on volunteer t-shirts\*
- Inclusion on the sponsor page in the festival brochure\*
- Inclusion in the sponsor section on the Occoquan Festivals webpage
- One (1) free parking spot in town during the event
- Opportunity to provide inserts for VIP bags

*Limited opportunities available*

## Spotlight Sponsorships

### Cornerstone Sponsorship (\$5,000)

Sponsor one of the cornerstone areas of the weekend: **Conservation Alley** in the spring, or **Imagination Alley** in the fall (family activities in the center of town), or our **Beer Garden & Concerts** for the weekend.

- Listed as Presenting Sponsor for that area
- Logo included on banner/signage for the event area and at entrances to festival\*
- Medium logo on volunteer t-shirts\*
- Inclusion on the sponsor page in the festival brochure\*
- Two (2) mentions on social media (Facebook & Instagram), including graphic with logo
- One (1) free parking spot in town during the event
- Opportunity to provide inserts for VIP bags

*Two (2) opportunities available*

### Shuttle Sponsorships (\$5,000)

Roughly 5,000 patrons take shuttles into town during our festivals. By sponsoring one of the three shuttle routes, your company logo will be up front and personal with visitors throughout the weekend.

- Listed as Presenting Sponsor for one (1) shuttle route
- Logo included on the side of the shuttle buses on your route
- Logo on all transportation signage for that route
- Logo on sponsorship banner at entrances to event\*
- Medium logo on volunteer t-shirts\*
- Inclusion on the sponsor page in the festival brochure\*
- Two (2) mentions on social media (Facebook & Instagram), including graphic with logo
- One (1) free parking spot in town during the event
- Opportunity to provide inserts for VIP bags

*Three (3) opportunities available*

### Create Your Own Sponsorships

We would love to create a special in-kind sponsorship just for you! We are always looking to enhance our festivals with new activities and can find ways to support your mission to invest in the local community and at the same time reach your audience effectively.

For more information or to become a sponsor, contact Julie Little, Director of Events  
at [jlittle@occoquanva.gov](mailto:jlittle@occoquanva.gov) or 703-491-1918

[OccoquanFestivals.com/sponsor](https://occoquanfestivals.com/sponsor)