

2019 Strawberry Festival Benefiting the Coatesville Community



What is the Strawberry Festival?

The Strawberry Festival is an annual four-day festival that benefits the greater Coatesville community. It is a family-friendly event with something for everyone! There are carnival rides, live music, delicious food, strawberry shortcake, pony rides, shopping, fireworks, and much more! The event is free to attend and each activity is pay as you go. Held on the grounds of Brandywine Hospital in Coatesville, PA.

Why Should Your Company Become a Sponsor?

- * Exposure to an audience of 28,000+ visitors
- * Unique event that receives excellent media coverage and was featured on The Cooking Channel's "Carnival Eats" in 2015
- * Visibility all over Chester County and beyond using various marketing tools and outlets
- * Opportunity to connect and interact with large corporations, small businesses, non-profits, and key community members and public officials
- * Helps the greater Coatesville community by providing grants and programs to promote Health Equity, Healthy Youth, and a Healthy Community

Sponsorship Opportunities

Multiple levels of sponsorship are available, and each opportunity includes customization to meet diverse marketing needs. Please see enclosed information for details.

Contact:

Karol Collins, Strawberry Festival Coordinator
610-380-9080 x105 or kcollins@brandywinefoundation.org

Prime Event Sponsorship Opportunities

All sponsorship levels include:

- **Prime** reserved tent space for company promotion at the four-day festival
- Company promoted on electronic billboard in Coatesville and West Chester in May
(*Campaign is designed to offer ≈371,922 total impressions*)
- Company logo/name recognition on Strawberry Festival website with link to company website
- Sponsor recognition during general announcements at the four-day festival
- Personalized sponsorship acknowledgement suitable for display at your company
- Recognition on full page ad in The Weekend Edition of the Philadelphia Inquirer – (*circulation 253,838*)

Fireworks Sponsor - \$7,500

- Recognition on event press releases
- One half page ad in Strawberry Festival event guide
- Special recognition on “Fireworks page” on Strawberry Festival website
- Six tickets to the highly anticipated Garden Party in May (*\$900 value*)

Strawberry Shortcake Sponsor - \$5,000

- Company provided banner hung at two Strawberry Shortcake booths
- Company logo/name printed on napkins in shortcake booths
- One quarter page ad in Strawberry Festival event guide
- Recognition on event press releases
- Four tickets to the highly anticipated Garden Party in May (*\$600 value*)

Strawberry Stage Sponsor - \$5,000

- Company provided banner on both Strawberry Stages
- Opportunity to provide a giveaway in entertainment area
- One quarter page ad in Strawberry Festival event guide
- Special recognition on Strawberry Festival website
- Recognition on event press releases
- Four tickets to the highly anticipated Garden Party in May (*\$600 value*)

Strawberryland Sponsor - \$5,000

- Company logo/name printed on Strawberryland wristbands
(*Worn by thousands of children all weekend long*)
- One quarter page ad in Strawberry Festival event guide
- Recognition on event press releases
- Four tickets to the highly anticipated Garden Party in May (*\$600 value*)

Raffle Sponsor - \$3,000

- Company logo/name printed on Strawberry Festival raffle tickets
- Two tickets to the highly anticipated Garden Party in May (*\$300 value*)

Dining Tent Sponsor - \$2,500

- Company provided banner in dining tent
- Opportunity to provide promotional materials on dining tables
- Two tickets to the highly anticipated Garden Party in May (*\$300 value*)



*** Please turn over for more opportunities ***

Prime Event Sponsorship Opportunities Cont'd.



Craft & Vendor Fair Sponsor - \$2,500

- Company provided banner near Craft & Vendor Fair
- Opportunity to provide nice display with promotional materials at event
- Two tickets to the highly anticipated Garden Party in May (\$300 value)

Phone Charging Station Sponsor - \$2,000

- Company provided banner displayed at event
- Opportunity to provide giveaway at charging station
- Two tickets to the highly anticipated Garden Party in May (\$600 value)

Children's Sand Art Sponsor - \$2,000

- Company provided banner displayed in Sand Art tent (*popular children's activity*)
- Company name/logo printed on goodie bags
- Two tickets to the highly anticipated Garden Party in May (\$600 value)

Strawberry Café Live Sponsor - \$2,000

- Company provided banner in Strawberry Café Live
- Opportunity to provide giveaway for participants at Strawberry Café Live
- Special recognition on "Strawberry Café Live" page on Strawberry Festival website
- Two tickets to the highly anticipated Garden Party in May (\$600 value)

Berry Patch Souvenir and Fresh Strawberry Sponsor - \$2,000

- Company provided banner in the Berry Patch Booth
- Opportunity to provide prizes for the participants
- Two tickets to the highly anticipated Garden Party in May (\$600 value)

Strawberry Patch Games Sponsor - \$2,000

- Company provided banner in Strawberry Patch Games tent
- Opportunity to provide prizes for the participants
- Two tickets to the highly anticipated Garden Party in May (\$600 value)

To discuss your participation in detail, or for questions, please contact:
Karol Collins at 610-380-9080 x105 or kcollins@brandywinefoundation.org.

To learn more about the Strawberry Festival, please visit www.brandywinestrawberryfestival.com.

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Sponsor Reply Form



YES! My company would like to sponsor the 2019 Strawberry Festival!

Company Name:

Contact:

Address:

City:

State:

Zip:

Phone:

Email:

(Please make additions and corrections as necessary)

Name as you'd like it to appear in ALL promotional materials:

We wish to support and participate in the Strawberry Festival in the following manner (please check one):

- Prime Event Sponsor** (*please indicate choice*): _____
- | | | |
|---|---------|--|
| <input type="checkbox"/> Gold Level Sponsor | \$1,000 | <input type="checkbox"/> I am pleased to make a general donation |
| <input type="checkbox"/> Silver Level Sponsor | \$500 | in the amount of \$_____. |
| <input type="checkbox"/> Bronze Level Sponsor | \$250 | |
| <input type="checkbox"/> Friend Level Sponsor | \$150 | |

Make your gift online at www.brandywinestrawberryfestival.com

Payment Method

Check enclosed payable to the **Brandywine Health Foundation**

Charge my credit card

No. _____ Exp. _____ CCV: _____

Please bill my company. I understand this sponsorship must be paid before June 30.

Signature: _____ Date: _____

Brandywine Health Foundation, 50 S. First Avenue, Coatesville, PA 19320.

Questions? Please contact Karol Collins, Strawberry Festival Coordinator

@ 610.380.9080 x 105 or e-mail:

kcollins@brandywinefoundation.org.

Kindly confirm your support by April 5th!

Thank you for supporting the Coatesville community!