



May 28-31, 2020

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! The event is free to attend and each activity is pay as you go and is held on the grounds of Brandywine Hospital in Coatesville, PA.

The Strawberry Festival features non-stop excitement for kids of all ages, with rides along the Majestic Midway and on-going entertainment on the main stage. Throughout the festival grounds, there will be magicians, jugglers and other strolling entertainers, while costumed characters greet families and provide great photo opportunities. Of special interest (in addition to the food, the craft vendors, and more) is the Fireworks Extravaganza set for Friday night, capping off an evening of non-stop live bands rocking the main stage. (Fireworks rain date: Saturday night).

Why Should Your Company Become a Sponsor?

- Exposure to an audience of 28,000+ visitors
- Unique event that receives excellent media coverage - visibility throughout Chester County and beyond using various marketing tools and outlets
- Opportunity to connect and interact with large corporations, small businesses, non-profits, key community members and public officials

Coatesville Rotary and 2020 Beneficiaries

- Since 1924, the Rotary Club of Coatesville's focus has been service to the local community. The Strawberry Festival is yet another way for the Rotary Club to continue this mission.
- In keeping with this tradition of support for local organizations, recipients of the proceeds from the Festival will benefit the Coatesville Youth Initiative, Chester County Food Bank and other outstanding community organizations.

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:

Lindsay Myers, Sponsorship Chair
717-380-0774 (cell)
strawberryfestival@coatesvillerotary.org

Karol Collins, Festival Coordinator
610-888-3611
strawberryfestival@coatesvillerotary.org

Prime Event Sponsorship Opportunities

All Prime Sponsorship levels include:

- Reserved tent space for company promotion at the four-day festival
- 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 Western Chester County Life Magazine – (*circulation 15,000 hard copies, 10,000 digital*)
- Recognition via event Facebook campaign (40,000 impressions)
- Four-day access passes (4) to VIP area

Presenting Sponsor (1) - \$15,000 - all Prime Sponsor benefits plus:

- Recognition on event press releases
- One full page ad in Strawberry Festival event guide
- Large Banner and signage at Festival entrance
- Listing on all Festival t-shirts

Strawberry Festival Midway Sponsor (1) - \$12,000

- Recognition on event press releases
- One full page ad in Strawberry Festival event guide
- Large Banner and signage at Festival entrance
- Listing on all Festival t-shirts

Red & Black Community Sponsor (2) - \$10,000

- Recognition on event press releases
- One full page ad in Strawberry Festival event guide
- Large Banner and signage at Festival entrance
- Listing on all Festival t-shirts

Fireworks Sponsor (1) - \$7,500– all Prime Sponsor benefits plus:

- Recognition on event press releases
- One half page ad in Strawberry Festival event guide
- Special recognition on “Fireworks page” on Strawberry Festival website
- Special recognition on signage at Festival entrance

VIP Area Sponsor (1) - \$5,000 - all Prime Sponsor benefits plus:

- Recognition on event press releases
- One half page ad in Strawberry Festival event guide
- Special recognition on signage at entrance to VIP event area
- Logo/listing on VIP beverage cups

Strawberry Stage Sponsor (1) - \$5,000 – all Prime Sponsor benefits plus:

- Company provided banner on Strawberry Stage
- 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 release

Strawberry Shortcake Sponsor (1) - \$3,000 – all Prime Sponsor benefits plus:

- 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

Phone Charging Station Sponsor (1) - \$2,500 – all Prime Sponsor benefits plus:

- Company provided banner displayed at event
- Prime central location
- Opportunity to provide giveaway at charging station

(please see reverse page)

Additional Event Sponsorship Opportunities

Children's Sand Art Sponsor (2) - \$2,000– all Prime Sponsor benefits plus:

- Company provided banner displayed in Sand Art tent (*popular children's activity*)
- Company name/logo printed on goodie bags

Craft & Vendor Fair Sponsors (5) - \$1,000– all Prime Sponsor benefits plus:

- Company provided banner near Craft & Vendor Fair
- Opportunity to provide display with promotional materials at event

Rotary Club Sponsor (unlimited) - \$500

- Recognition on full page ad in Western Chester County Life Magazine – (*circulation 15,000 hard copies, 10,000 digital*)
- Four-day access pass (2) to VIP area
- Company logo/name recognition on Strawberry Festival website

Festival Friend (unlimited) - \$250

- Recognition on full page ad in Western Chester County Life Magazine – (*circulation 15,000 hard copies, 10,000 digital*)
- Four-day access pass (1) to VIP area
- Company logo/name recognition on Strawberry Festival website

**We thank you in advance for your support
of the Festival and the
Greater Coatesville Community!**