



CLENDENIN
HOMECOMING
FESTIVAL

2019 SPONSORSHIP PACKAGES

JUNE 21-23, 2019

ABOUT THE FESTIVAL

- We are so excited to be making plans for our 2nd Annual Clendenin Homecoming Festival, which will take place on June 21-23, 2019 in the Town of Clendenin. Our plans this year include fireworks, a carnival, live bands, multiple food and craft vendors, a parade, pageant, car show, fishing tournament, rubber duck race and many other events.
- **We can't meet our goal without the help of people like you!**
- We have had many successes and are trying to bring back some order to our beloved Hometown. We have a new Mayor, Shana Clendenin who is very proactive in making sure that Clendenin is on the road to recovery, in addition to exploring many new economic development plans. We would like to always use this Festival in June as a celebration of Clendenin's perseverance. We have all worked so hard and learned so much from the Flood of 2016. We are not the same town we were almost 3 years ago and now we need to conform to those changes. We want people to come to Clendenin and see all the wonderful natural resources that we have and realize the potential we have for outdoor activities such as camping, fishing, trail rides, kayaking and all the things that go with those. This Festival is not only a celebration of what we have overcome but to showcase what we CAN become with the right investors.
- By giving to the Town of Clendenin Homecoming Festival, you'll be able to help us boost our local economy and to introduce people to the new projects that we are working on, as well as a celebration of all those who have weathered this storm and are still recovering.
- We had over 30 vendors, great entertainment, and attendance was huge despite the rain. We want to go even bigger and better this year although the success of the first year was more than we could have imagined.



Advertising and Promotions

- Social Media
- Thousands of followers daily on our various media platforms and posting daily.
- We have Facebook, Instagram, and Twitter accounts as well as links to the Town of Clendenin page and The Clendenin Leader.
- Active board members that consistently post and paid boosts for all events.



Website and Email

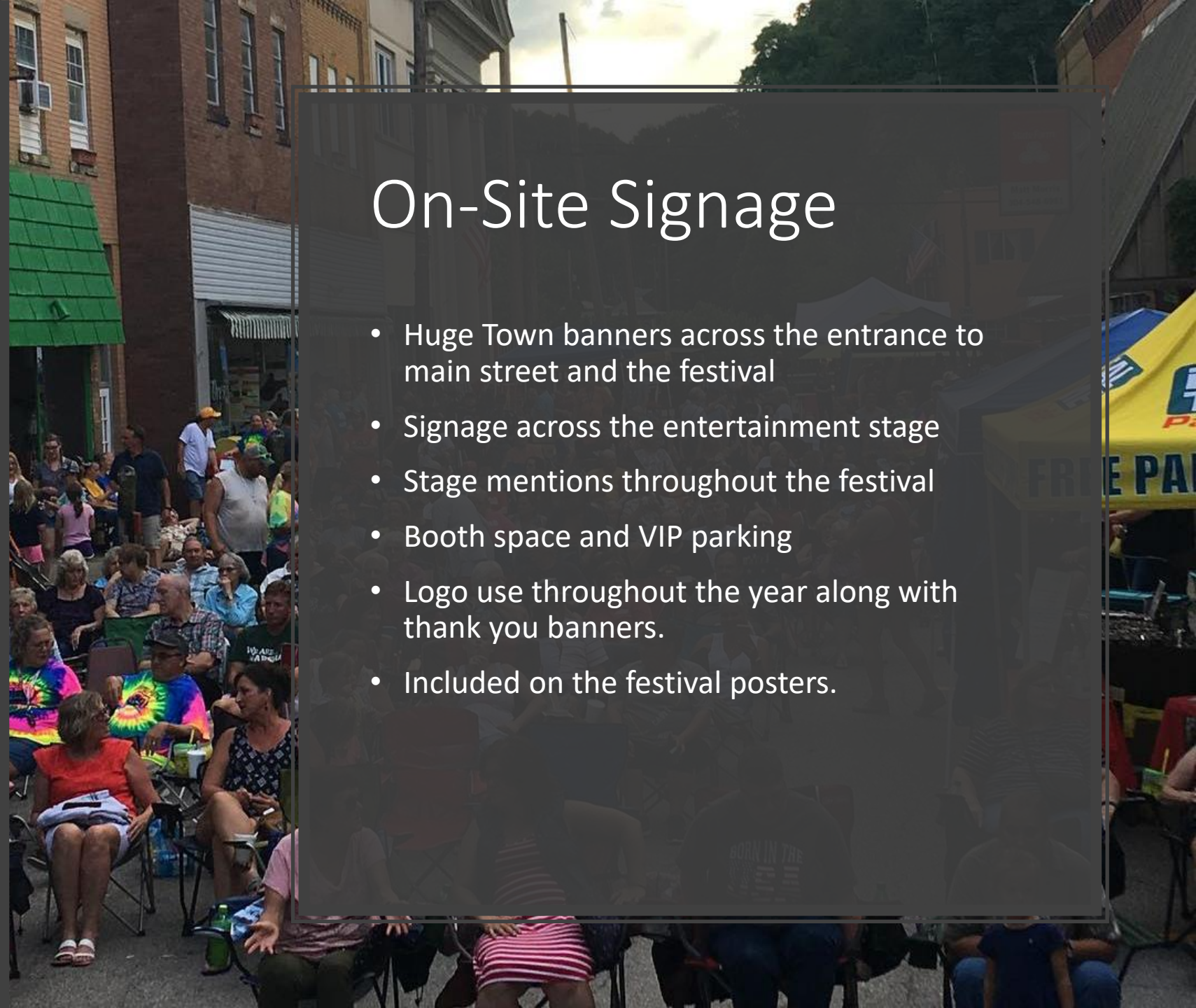
- Website is currently being developed and has a completion date of December 1, 2018 and will boast 8 pages of content.
- Monthly newsletter with active readers will be targeted to vendors, volunteers, local businesses, and advertisers.
- Level of mention will be based on packages selected.



Advertising and Promotions

- 10,000 flyers distributed across Kanawha and surrounding counties neighbor to neighbor.
- Yearly promotion throughout the year in The Clendenin Leader for festival and all fundraising events throughout the year.
- Digital targeted display ads
- Television promotion on all three stations within the Charleston-Huntington DMA.
- Radio promotion with local stations.





On-Site Signage

- Huge Town banners across the entrance to main street and the festival
- Signage across the entertainment stage
- Stage mentions throughout the festival
- Booth space and VIP parking
- Logo use throughout the year along with thank you banners.
- Included on the festival posters.

AGENDA & LOCATIONS

Friday, June 22, 2018

MYERS AMUSEMENTS CARNIVAL

Across from Post Office

6⁰⁰ PM

AUDIO OUTLAWS CONCERT

Need Location

7⁰⁰ PM

continued...

Saturday, June 23, 2018

2⁰⁰ PM *Duck Race* Old Bridge to New Bridge

3⁰⁰ PM FIREMAN'S RODEO Clendenin Elementary

4⁰⁰ PM ROYALTY CORONATION Main Street Stage

JOANNA YOUNG CONCERT

Main Street Stage

6⁰⁰-7³⁰ PM

ADAM TUCKER CONCERT

6³⁰ PM MEET & GREET

7³⁰ PM CONCERT

Main Street Stage

7³⁰ PM FIREWORKS Up on

Saturday, June 23, 2018

HORSESHOE TOURNAMENT

8⁰⁰ AM REGISTRATION

11⁰⁰ AM TOURNAMENT

Railroad Track



Promo Items

- Logo and Name on programs, maps, schedules, SWAG and Tshirts
- Logo inclusion on shirts worn by staff and volunteers
- Logo inclusion on all promotional materials created for the festival or fundraising event.

Packages at a Glance

*Negotiable on some items



	Presenting Sponsor \$10,000+	Main Stage Sponsor \$5,000	Specific Event Sponsor \$2,500	Festival Program Sponsor \$1500	Hospitality Sponsors \$1,000
Social Media Mentions	Yes	Yes	Yes	Yes	Yes
Email Messaging	Yes	Yes	Yes	Yes	Yes
Logo on all Print Ads	Yes	Yes		Yes	
Logo w/ link on festival website	Yes	Yes	Yes	Yes	Yes
Option for video ad on festival website	Yes	Yes			
Festival Program	Full Page	Full Page	Full Page	Half Page	Half Page
Logo on Tshirt	Yes		Event Shirt only		
Marketing Display & Booth Space	Yes	Yes	Yes	Yes	Yes
Branded Zone Banner Sign	Yes	On Stage	Event Banner		
Stage Mentions	Yes	Yes	For Event Awards	Yes	Yes
Parking Passes	10	8	4	4	2
Performer Meet & Greet	10	4	4	2	2
Mention on TV/Radio broadcast ads	All	Entertainment Ads	Event Ads	Program only	Program only

Friends of the Festival

- The Friends of the Festival program was created to allow individual donors become benefactors of the Clendenin Homecoming Festival.
- Benefits:
 - Your \$250 donation entitles you to the following-
 - Listing on the festival website as a donor on the sponsor page
 - Listing in the festival program on the donor page
 - 2 festival T-shirts
 - 1 VIP Parking Pass
 - Preferential entertainment seating



Contact Information



- For additional information regarding sponsorship opportunities, please contact :
- Hollie Schoolcraft, President, 304-437-2262
- Heather Roush, Board Member/Sponsor Coordinator, 304-546-7273
- Shana Clendenin, Mayor, 304-206-0149
- Or email us at hollie.schoolcraft@dot.gov or hnroush@sbgstv.com