



# Sponsorship Opportunities

June 10-13, 2021

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## Fireworks Sponsor - \$10,000

- Sponsor recognition as the Firework Sponsor in all advertising.
- Business name included in the radio spot schedule.
- Business logo included in any print advertising.
- Banner on Main Stage throughout event
- Sponsor recognition in the Old Canal Days brochure (est. 20,000)
- Print Ad in the June City wide newsletter.
- Full page ad on the June monthly water bill insert (10,000 circ.).
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Digital billboard recognition.
- 12 VIP tickets into the VIP area for each night entertainment schedule and to view the Firework display .
- Complimentary parade entry.
- 12 complimentary weekend VIP mega-passes to carnival.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent)

## Main Stage Sponsor - \$5,000

- Give opening/welcoming comments on Main Stage on Friday night after parade.
- On-stage recognition throughout all 3 days of the event (Friday/Saturday/Sunday)
- Banner on Main Stage throughout event
- Sponsor recognition in the Old Canal Days brochure (est. 20,000)
- Print Ad in the June City wide newsletter.
- ½ -page ad on the June monthly water bill insert (10,000 circ.).
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Digital billboard recognition.
- 6 VIP tickets into the VIP area for each night entertainment schedule.
- Complimentary parade entry.
- 6 complimentary weekend VIP mega-passes to carnival.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent)

## Entertainment Sponsor (headliner) Three Available- \$3,000

- On-stage recognition throughout the evening of headlining band sponsored night.
- Opportunity to introduce band to the crowd on sponsored night.
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Digital billboard recognition.
- 2 VIP tickets into the VIP area for sponsored night entertainment schedule.
- Complimentary parade entry.
- 2 complimentary weekend VIP mega-passes to carnival.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent).

## Historic District Trolley Tour Sponsor - \$3,000

- Signage on and/or in the trolley
- Company recognition by the tour guides throughout the tours
- Sponsor recognition in the Old Canal Days brochure (est. 20,000)
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Digital billboard recognition.
- Complimentary parade entry.
- 2 complimentary weekend VIP mega-passes to carnival.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent).

## Sole T-shirt Sponsor - \$2,500

- Business logo on back of fest t-shirts supplied to staff and volunteers.
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Digital billboard recognition.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent).

## Beer Tent Sponsor - \$1,500

- Banner / Signage inside Beer Tent
- Signage placed on Beer Ticket Booth
- Sponsor recognition in news releases.
- 2 VIP tickets into the VIP area for each night entertainment schedule.
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Digital billboard recognition.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent).

## Carnival Sponsor - \$1,000

- Name and logo printed on sponsor banner located in Carnival area.
- 10 complimentary weekend VIP Mega-passes to carnival
- Sponsor recognition in news releases.
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Digital billboard recognition.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent).

## Parade Sponsor - \$500

- Name and logo printed on lead entry banner of the parade.
- Complimentary parade entry
- Name mentioned as parade sponsor during parade TV taping to be aired on LCTV.
- Name and logo printed on sponsor banner located at participant interview area.
- Sponsor recognition in news releases.
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Digital billboard recognition.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent).