

SPONSORSHIP LETTER OF AGREEMENT

Company Name: _____

agrees to provide a financial sponsorship for the Kiwanis Club of Dothan's **Family 4th Celebration** to be held on July 4, 2010. As a sponsor, I will receive the applicable sponsorship benefits and opportunities as described within this information sheet. I further understand these opportunities will not be valid until this agreement is signed and my check has been issued and accepted by the Kiwanis Club of Dothan. *In order to appear in advertising, commitment must be received by June 1, 2010*
As a sponsor, I agree to provide digital artwork for all promotional advertising.

Please check appropriate sponsorship:

- _____ Fireworks Sponsor \$10,000
- _____ Entertainment Sponsor \$3,500
- _____ Vendor Sponsor \$2,500
- _____ Children's Area Sponsor \$2,500
- _____ Activities Sponsor \$1,000
- _____ Car Show Sponsor..... \$2,500
- _____ Train Sponsor..... \$1,000
- _____ Official Sponsor (limited to one of each type, please call to check availability)... \$1,000
- _____ Ticket Sponsor \$500

 Sponsor Name (as you would like it to appear on promotional materials)

 Address City, ST ZIP

 Contact Person Phone number(s) FAX

 Website e-mail

 Authorized Signature Date

Send this completed agreement with check payable to:

Kiwanis Club of Dothan
c/o The Main Event
PO Box 863
Dothan, AL 36302
(334) 699-1475



 Date received/ approved or rejected by
 (authorized signature only)

Sponsorship
 Opportunities



SUNDAY, JULY 4, 2010

DOTHAN, ALABAMA

Fireworks Show Sponsor- \$10,000

This supporter would receive top sponsorship billing, with their name being affiliated strongly with the event and exclusively as the sponsor of the “*Red, White and BOOM! Fireworks Extravaganza*”. The sponsor logo and/or name would be used in all print materials (posters, billboards, newspapers, and magazines, etc.) as well as mentioned when applicable and able in other forms of media (radio, TV, internet). This level of sponsorship will also include the company logo and link displayed on the www.family4thcelebration.com web site. The day of the event, the Fireworks Show Sponsor will also be recognized through on-site signage and banner material. The Fireworks Show Sponsor may, at their option, set up a complementary vendor booth up to 10’ x 40’ in the air-conditioned vendor building to sell merchandise or distribute materials. This sponsorship level will also include 100 admission tickets to the event and 20 Sponsor Passes.

Entertainment Sponsor- \$3,500

The corporate backer of the entertainment will also be promoted in all print media with their logo and/or name. This sponsorship will also give naming rights for the entertainment portion of the venue (i.e.: the “XYZ Company Stage”) They will also be billed as the exclusive sponsor of the day’s entertainment through the use of corporate banners/ signage at all entrances to the stage area. This level of sponsorship will also include the company logo and link displayed on the www.family4thcelebration.com web site. The Entertainment Sponsor may, at their option, set up a vendor booth to sell merchandise or distribute promotional materials at no additional cost. This sponsorship level will also include 25 admission tickets to the event and 10 Sponsor Passes.

Vendor Sponsor- \$2,500

This sponsorship opportunity will receive their logo/ company name in all print materials and will have the indoor vendor area named after their company (i.e.: “the XYZ Company Marketplace”). They will also be billed as the exclusive sponsor of the vendor area through the use of corporate banners/ signage at all entrances to the marketplace area. This level of sponsorship will also include the company logo and link displayed on the www.family4thcelebration.com web site. The Vendor Sponsor may, at their option, have vendor space of up to 10’ x 40’ to distribute corporate or promotional materials and/or sell product. This vendor will also have first choice of vendor space location, and this level will also include 25 admission tickets to the event and 10 Sponsor Passes.

Children’s Area Sponsor- \$2,500 The corporate backer of the children’s area will also be promoted in all print media with their logo and/or name. This sponsorship will also give naming rights for the children’s area of the venue (ie: the “XYZ Company Kids Zone”) They will also be billed as the exclusive sponsor of the children’s entertainment area through the use of corporate banners/ signage at all entrances to the kids zone area. This level of sponsorship will also include the company logo and link displayed on the www.family4thcelebration.com web site. The Children’s Area Sponsor may, at their option, set up a vendor booth to sell products and/or distribute corporate or promotional materials at no additional cost. This sponsorship level will also include 25 admission tickets to the event, and 10 Sponsor Passes.

Activities Sponsor- \$1,000

This sponsor would be providing the funds to present activities during the festival. Some possibilities of activities would include pony rides, face painting, and supplies/ prizes for old-time family favorite games such as a watermelon-eating contest. This level of sponsorship will also include the company logo and link displayed on the www.family4thcelebration.com web site. They will have their name/company logo associated on-site with such activities and may also set up a vendor booth to sell product or distribute corporate materials at no additional cost. This sponsorship level will also include 10 admission tickets to the event and 5 Sponsor Passes.

Car Show Sponsor- \$2,500

The car show sponsor would receive exclusive sponsorship rights of the car show (i.e.: The Family 4th Celebration Car Show, sponsored by XYZ Company) in all print and promotional materials. This level of sponsorship will also include the company logo and link displayed on the www.family4thcelebration.com web site. This sponsor would be recognized on site with signage at the car show area, and will have the opportunity to sell or distribute product or promotional items the day of the event. The Car Show Sponsor will also receive 10 admission tickets to the event and 5 Sponsor Passes.

Bike Show Sponsor- \$1,000

The bike show sponsor would receive exclusive sponsorship rights of the motorcycle show (i.e.: The Family 4th Celebration Bike Show, sponsored by XYZ Company) in all print and promotional materials. This level of sponsorship will also include the company logo and link displayed on the www.family4thcelebration.com web site. This sponsor would be recognized on site with signage in the motorcycle show area, will have the opportunity to sell product or distribute promotional items the day of the event. The Bike Show Sponsor will also receive 10 admission tickets to the event and 5 Sponsor Passes.

Official Sponsorships available -\$1,000 each

For \$1,000 in either cash or in-kind product trade, your company, product or service can be designated as the “Official _____ of the Family 4th Celebration”. Examples of possible sponsorships at this level include, soft drinks, bottled water, beer, printing, cellular phones, trucks, trailers, etc. Official Sponsorship Designations are exclusive and available on a first come, first served basis. This level of sponsorship will also include a link on the site, www.family4thcelebration.com, as well as 10 admission tickets to the event and 5 Sponsor Passes.

Ticket Sponsor - \$500

This sponsor will be able to have their company logo/name and company information or a coupon printed on the back of the admission ticket (within space constraints). They may also display up to two company banners (they must provide) at the venue the day of the event. This sponsorship opportunity also includes 5 admission tickets and 2 Sponsor Passes to the event. This level of sponsorship will also include the company logo and link displayed on the www.family4thcelebration.com web site.