

To: West Tennessee Strawberry Festival Supporters

From: Vickie Hale, President
Sponsorship Committee

Re: 72nd West Tennessee Strawberry Festival Sponsorship

Humboldt and our West Tennessee neighbors are proud to have ownership in one of the longest successful running festivals around and the planning and preparation for the 72nd Annual West Tennessee Strawberry Festival, May 3-9, 2009 are now underway. It is awesome to see what happens when people, not only from Humboldt, but all of West Tennessee, unite with a common bond of carrying out the traditions of the historical West Tennessee Strawberry Festival.

Each year, our supporters, with the thousands of festival attendees, look forward to the many exciting festival events, i.e. fireworks, Berry entertaining music, BBQ cook-off, horseshow, Christian concert, 5K & 10K race, pet parade, beauty pageants, parades with floats and bands, carnival, and festival cuisine.

You may have noticed that the sponsorship letter is coming to you a little earlier than usual. We are doing this in order for you to have ample time when formulating your annual budget. The festival could not continue without the generous contributions of our committed sponsors.

Your loyalty is always appreciated and we again ask for your pledge and support of the 72nd Annual West Tennessee Strawberry Festival. Enclosed is information regarding the different sources of revenue for the WTSP. Please review it carefully and choose the source and levels that meet your financial support.

Thank you for your willingness and commitment through your contribution to the traditions of the Strawberry Festival.

Vickie Hale

There are several different sources of revenue for the West Tennessee Strawberry Festival.

1. **Sponsorship levels** (see attached sponsorship level packages)
The success of the West Tennessee Strawberry Festival not only depends on the dedicated volunteers, but none of the activities and events are possible without the monetary and in-kind support of our sponsors. Our sponsorship level packages offer various ways of advertising opportunities for you.
2. **Strawberry Flags** (see attached sponsorship level packages)
These flags hang along the parade route on Main Street and 22nd Avenue during the months of April and May. It is a wonderful way to advertise your business and to support the festival as well. The flags can be purchased alone or may be included in several of our different sponsorship levels.
3. **Strawberry Festival website**
The festival has its own website, www.wtsf.org. This is a useful means for our supporters to advertise. Our website offers one an opportunity to check online for event listings, times, locations, event winners, and event applications, etc., as well as offers a direct link to your business/industry website.
4. **Magazine Advertising** (see attached listing for magazine advertising)
The beautiful West Tennessee Strawberry Festival magazine features our royalty and the many memorable events and activities of our festival week. This magazine is seen by many in the West Tennessee area as well as in other areas of the United States. Please see the attached listing of the many different opportunities offered for magazine advertising.
5. **Donations**
If you are unable to participate at the sponsor levels but would like to send a donation, we will place your contributions to the Strawberry Festival General Fund.

Please review these different sources of revenue and sponsorship levels carefully and choose the level that best meets your financial support. Enclosed is the required form for you to complete and return to the West Tennessee Strawberry Festival, c/o Humboldt Chamber of Commerce, on or before the deadline of January 30, 2009.

We truly appreciate your monetary commitment and support of the festival over the past 71 years.

**72nd Annual West Tennessee Strawberry Festival
Magazine Advertising
Deadline: January 30, 2009**

BUSINESS CARD AD	\$ 60.00	_____
_ PAGE B/W AD	\$115.00	_____
_ PAGE AD B/W W/ PHOTO	\$125.00	_____
_ PAGE B/W AD	\$175.00	_____
_ PAGE AD B/W W/ PHOTO	\$200.00	_____
_ PAGE COLOR AD	\$250.00	_____
_ PAGE COLOR AD W/ PHOTO	\$275.00	_____
FULL PAGE B/W AD	\$300.00	_____
FULL PAGE B/W W/ PHOTO	\$350.00	_____
FULL PAGE COLOR AD W/PHOTO	\$500.00	_____

Business Name _____

Address _____

Check Attached _____ Please Invoice _____

First Time Advertiser: Yes _____ No _____

Name of person to contact for ad: _____

Telephone Number _____

E-mail Address _____

Please Make Payable To: West Tennessee Strawberry Festival
c/o Humboldt Chamber of Commerce
1200 Main Street
Humboldt, TN 38343

Ad from last year is enclosed. Please make changes if needed.
Artwork needed by January 30, 2009 (Pictures submitted must be 300 DPI for the best
printable quality)

We appreciate your continued support to the
West Tennessee Strawberry Festival!!!

72nd West Tennessee Strawberry Festival

Sponsorship Levels

PLATINUM LEVEL

\$7500.00

• 1 Full Page COLOR Ad with Picture for Festival Magazine (\$500.00 value)
• 2 Sponsorship Flags - Flown during April and May 2009
• Corporate Sponsor Board Recognition
• Media Advertising with all media sources festival related
• Float Sponsorship
• Event Sponsorship of your choice
• Website Advertising with your Name/Logo with Direct Link to your business/industry website <i>www.wtsf.org</i>
• 1 Box for Horse Show seats 6 people for Friday night Horse Show May 8, 2009
• 4 Complimentary Tickets to “Berry” entertaining evening event, Governors Luncheon, Christian Concert

GOLD LEVEL

\$5000.00

• 1 Full Page B/W Ad with Picture for Festival Magazine (\$350.00 value)
• 2 Sponsorship Flags – Flown during April and May 2009
• Corporate Sponsor Board Recognition
• Media Advertising with all media sources festival related
• Float Sponsorship
• Event Sponsorship of your choice
• Website Advertising with your Name/Logo with Direct Link to your business/industry website <i>www.wtsf.org</i>
• 1 Box for Horse Show seats 6 people for Friday night Horse Show May 8, 2009
• 2 Complimentary Tickets to “Berry” entertaining evening event, Governors Luncheon, Christian Concert

SILVER LEVEL

\$3500.00

• _ Page B/W Ad with Picture Ad for Festival Magazine (\$200.00 value)
• 1 Sponsorship Flag – Flown during April and May 2009
• Corporate Sponsor Board Recognition
• Media Advertising with all media sources festival related
• Float Sponsorship
• Event Sponsorship of your choice
• Website Advertising with your Name/Logo with Direct Link to your business/industry website <i>www.wtsf.org</i>
• 1 Box for Horse Show seats 6 people for Friday night Horse Show May 8, 2009

BRONZE LEVEL

\$2500.00

• _ Page B/W Ad for Festival Magazine (\$175.00 value)
• Sponsorship Flag – Flown during April and May 2009
• Corporate Sponsor Board Recognition
• Media Advertising with all media sources festival related
• Event Sponsorship of your choice
• Website Advertising with your Name/Logo with Direct Link to your business/industry website www.wtsf.org

CORPORATE FESTIVAL SPONSOR

\$1500.00

• _ Page Ad B/W for Festival Magazine (\$115.00 value)
• Sponsorship Flag – Flown during April and May 2009
• Corporate Sponsor Board Recognition
• Media Advertising with all media sources festival related
• Event Sponsorship of your choice
• Website Advertising with your Name/Logo with Direct Link to your business/industry website www.wtsf.org

“BERRY” EVENT SPONSOR

\$750.00

• Sponsorship Flag – Flown during April and May 2009
• Event Sponsor Recognition
• Media Advertising
• Website Listing of Sponsorship www.wtsf.org
• Sponsor Board recognition at all events

FLAG SPONSORSHIP

\$200.00

• Sponsorship Flag – Flown during April and May 2009
• Name Recognition in Festival Magazine on Flag Sponsorship Page

******If you are interested in a larger Magazine Ad than the package includes, please note on application and pay only the difference in the ad price from the package value.***

EVENTS INCLUDE: ART SHOW, OPENING CEREMONIES, CARNIVAL, RECIPE CONTEST, “BERRY” ENTERTAINING EVENING EVENT, BBQ COOK-OFF, HORSESHOW, CHECKER TOURNAMENT, 5K & 10K RACE, PET PARADE, GOVERNOR’S LUNCHEON, QUEEN’S LUNCHEON, STRAWBERRY MART ARTS/CRAFTS, AND TRACTOR SHOW

PLEASE REVIEW THESE LEVELS CAREFULLY AND CHOOSE THE LEVEL THAT BEST FITS YOUR INTEREST. WE TRULY APPRECIATE YOUR COMMITMENT TO THE FESTIVAL AND THE SUPPORT YOU HAVE SHOWN OVER THE PAST 71 YEARS.

SPONSOR NAME

SPONSOR LEVEL

PLEASE CHOOSE EVENT WHICH YOU WISH TO SPONSOR

\$

CONTACT PERSON

AMOUNT ENCLOSED

IF YOU ARE UNABLE TO PARTICIPATE AT THE SPONSOR LEVELS BUT WOULD LIKE TO SEND A DONATION, WE WILL PLACE YOUR CONTRIBUTION TO THE STRAWBERRY FESTIVAL GENERAL FUND.

\$ _____

PLEASE SEND INVOICE _____

CHECK ENCLOSED _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CONTACT NAME FOR AD ARTWORK _____

CONTACT NUMBER _____ E-MAIL ADDRESS _____

**RETURN TO: West Tennessee Strawberry Festival
c/o Humboldt Chamber of Commerce
1200 Main Street
Humboldt, TN 38343**

PLEASE NOTE DEADLINE: JANUARY 30, 2009

***This allows time to process ad for magazine, print brochure with sponsors listed, print new sponsorship flags, sponsor board updating and allows for approximately 1 year of advertising on the West Tennessee Strawberry Festival website (www.wtsf.org).*