

"Music, Mullets & Motorsports" A TOTALLY 80'S VIBE!



PLATINUM SPONSOR \$10,000 +

Title Recognition of Specific Event
Television, Radio & Newspaper Recognition Logo
& Link on SuffolkPeanutFest.com
Five (5) Branded Facebook Posts
Five (5) Instagram Story Posts
Logo featured in 10,000 Festival Brochures
On-site Signage at each entrance + other prime locations
Public Announcements
VIP Reserved Parking

Complimentary:

Ten (10) Festival Admission Passes
Ten (10) Shrimp Feast Tickets
Five (5) All-You-Can-Ride Wristbands for Sunday
Ten (10) VIP Reception Passes for Concerts
Other Customized Benefits Available

GOLD SPONSOR \$5,000 +

Title Recognition of Specific Event
Logo & Link on SuffolkPeanutFest.com
Two (2) Branded Facebook Posts
Two (2) Instagram Story Posts
Logo featured in 10,000 Festival Brochures
On-site Signage in Prime Locations
Public Announcements
VIP Reserved Parking

Complimentary:

Five (5) Festival Admission Passes
Five (5) Shrimp Feast Tickets
Five (5) All-You-Can-Ride Wristbands for Sunday
Five (5) VIP Reception Passes for Concerts
Other Customized Benefits Available

SILVER SPONSOR \$2,500 +

Logo & Link on SuffolkPeanutFest.com
Logo featured in 10,000 Festival Brochures
On-site Signage in Prime Locations
Public Announcements

Complimentary:

Five (5) Festival Admission Passes
Two (2) Shrimp Feast Tickets
Two (2) All-You-Can-Ride Wristbands for Sunday
Two (2) VIP Reception Passes for Concerts
Other Customized Benefits Available

BRONZE SPONSOR \$1,000

Official Power Hour Sponsor:
One Hour of \$5 Admission for All Entering Patrons
Logo & Link on SuffolkPeanutFest.com
Logo featured in 10,000 Festival Brochures
Social Media Promotions
Public Announcements

Complimentary:

Five (5) Festival Admission Passes
Other Customized Benefits Available

MAIN STAGE \$7,500 - \$15,000

Join other major sponsors to receive prime media coverage, both in print and radio announcements, promoting national, local and regional acts. Past performers include Colt Ford, Darryl Worley, Parmalee, Sawyer Brown, Diamond Rio, Neil McCoy, Georgia Satellites, Craig Morgan, Marshall Tucker Band, The Charlie Daniels Band and Kellie Pickler.

Radio partners may include 97.3 The Eagle, Real Country 101.7 and others.

Benefits directly correlated to level of sponsorship. See above for various applicable benefits.

DEMOLITION DERBY \$2,500 or \$5,000

Beyond-capacity crowds are thrilled to witness the crash, bang, boom of cars during the annual demolition derby. This event has been a mainstay on Friday night since 1990 and is by far the best attended festival special event. Prize money, trophies and bragging rights are awarded to the finalist. A great place to advertise your company to a very captivated crowd!

Benefits directly correlated to level of sponsorship. See above for various applicable benefits.

SUFFOLK PEANUT FEST AT A GLANCE

FESTIVAL ATTENDANCE

60,000+

SuffolkPeanutFest.com

(Based on the last held in 2019)

July 1 - Oct. 16, 2019

PAGE VIEWS: 156,990

UNIQUE VISITS: 52,615

Facebook.com

/SuffolkPeanutFest

PAGE LIKES: 12,780

Page Follows: 12,905

78% women | 22% men
Most popular among people
ages 25-44,
seconded by people 45-64.

MEDIA & ADVERTISING PRINT ADVERTISING

The Virginian Pilot
(The Pulse; Bridges)
Suffolk News Herald
The Smithfield Times
Suffolk Living Magazine
Virginia Living Magazine
Western Branch Living
Tidewater Family
Hampton Roads
Happenings/Suffolk Happenings

DIGITAL ADVERTISING

Pilotonline.com
SuffolkNewsHerald.com
Facebook | Instagram
DailyPress.com
Geo-fencing/Geo-targeting Ads

RADIO & TELEVISION

97.3 The Eagle
93.7 BOB FM | 92.9 THE WAVE
Real Country 101.7 | US 106.1
New Country | HOT 100
13 NEWS NOW | WAVY TV 10
Suffolk Municipal Channel 190

DIRECT EMAIL CAMPAIGNS

WTVZ (Targeted 25,000 regional households)
Constant Contact

+ BANNERS, POSTERS, FLYERS, SIGNS, ETC.





"Music, Mulletts & Motorsports" A TOTALLY 80'S VIBE!

SUFFOLK PEANUT FEST NEEDS YOUR SUPPORT!

After a year of COVID cancellations, we are finally emerging from the global pandemic and with very little time to plan, Suffolk Festivals' staff and volunteers are working diligently to provide a quality, family-friendly event for October 8-10, 2021. We are excited and energized! Old favorites will return and we are offering fun new activities and entertainment for all ages. There will definitely be some changes but isn't that what 2021 is *all* about? Without sponsors, there is no Suffolk Peanut Fest. We appreciate your support and are grateful for your consideration. If you do not see a sponsorship level below that you prefer, please call **Lisa Key** at **757.539.6751** or email lisa@suffolkfest.org and a custom sponsorship package will be created for you, your business or organization. We are thrilled to be back on the calendar and look forward to gathering and celebrating this fantastic community. *Remember, Suffolk Festivals, Inc. is a non-profit 501C3 and your sponsorship is a tax deductible donation!*



Company/Organization Name: _____

Contact & Title: _____

Mailing Address: _____

Phone: _____

Email: _____

Website: _____

- Please invoice me at the above address.
- My check is made payable to Suffolk Festivals, Inc. is enclosed.
- I prefer to pay with a major credit card.
- I understand that Suffolk Festivals, Inc. is a 501c3 non-profit organization and all monies donated are tax deductible.
- I understand that all monies donated to the Suffolk Peanut Fest (Suffolk Festivals, Inc.) must be received no later than thirty (30) days after the date of execution of this agreement. Any deviations from this Agreement must be agreed upon by both parties and confirmed in writing.

Please check all that apply

- YES! I agree to become a Suffolk Peanut Fest Sponsor as described and attached in this agreement.
- YES! I agree to become a Suffolk Peanut Fest Sponsor as described below.
- YES! I agree to become a Suffolk Peanut Fest Sponsor and wish to discuss my commitment and alignment.

My Sponsorship Contribution is:

- Cash Sponsorship \$ _____
- In-Kind Support: Value \$ _____

Sponsor Options

- Platinum Sponsor | \$10,000
- Gold Sponsor | \$5,000
- Silver Sponsor | \$2,500
- Bronze Sponsor | \$1,000
- Main Stage | \$7,500 - \$15,000
- Demolition Derby | \$2,500 or \$5,000

Bonus Sponsorship Opportunities

- Interior Banner Placement | \$250
- Exterior Banner Placement | \$300
- Exterior Banner Placement | \$500
- Volunteer Recognition (T-shirts) | \$2,500

PAY BY CREDIT CARD

Name: _____
 Address: _____
 Card #: _____ Exp: ____/____/____
 CVV: _____ Amount: \$ _____ Initials: _____

Signature of Authorized Representative

Signature of Festival Representative

_____/_____/2021
Date of Final Signature