



46th Annual Sparta Day Sponsorship and Advertising Opportunities

On **Saturday, October 16th, 2021**, the Junior Woman's Club of Sparta (JWCS) will be hosting our 46th Annual Sparta Day. Sparta Day is a rain or shine family festival that is a much anticipated community event with over 100 vendors, amusements, entertainment and food at Station Park in Sparta. All proceeds from Sparta Day go to local and national charities and non-profit organizations.

This year we are offering a wide variety of Sponsorship opportunities that will not only bring great value to our event attendees, but also **give your business or organization wide exposure to several thousand residents of Sparta and its surrounding communities**. There are 5 levels of Sponsorship:

Level 1 - \$2000

Title Sponsorship

The Title Sponsorship provides a staging area for opening and closing ceremonies, local performances, and family fun and games. As the Title Sponsor, **your business or organization name will be synonymous with Sparta Day 2021**. Benefits of this sponsorship include:

- Your business name and/or logo will be associated with the event in all JWCS publicity
 - o "JWCS Sparta Day sponsored by *Your Business Name*"
- Your business name and/or logo on promotional materials
- Staging area sponsorship and prominent signage
- Free vendor space in location of your choice
- Free Sparta Day Map ad
- 3 DJ acknowledgements (content customizable)
- DJ publicly thanks your business every hour
- Listed as Title Sponsor on JWCS web site and Facebook page

Level 2 - \$1000

Kid's Country Sponsorship

Kid's Country is a beloved section of Sparta Day that has been an absolute "must" for local families to visit annually. In addition to sponsored amusements, activities, and inflatables, Kid's Country is home to our kid-themed vendors, organizations, and clubs. Benefits of sponsoring Kid's Country include:

- Name included in all JWCS publicity for Kid's Country
 - o "*Your Business Name Kid's Country*"
- Prominent signage in Kid's Country
- Your logo printed on paper crowns given out to children in Kid's Country
- Included in Kid's Country signage expressing thanks for your support in keeping Kid's Country free to the public
- Free vendor space in location of your choice
- Free Sparta Day Map ad
- 2 DJ acknowledgements (content customizable)
- Listed as Kid's Country sponsor on JWCS web site and Facebook page

Food Plaza Sponsorship

Each year the plaza vendors serve food, snacks, and treats to thousands of Sparta Day attendees. Benefits of sponsoring the Food Plaza include:

- Name included in all JWCS publicity that highlights the food plaza ("*Your Business Name Food Plaza*")
- Prominent signage at entrance to Food Plaza and logo displayed on each table
- Your business name and/or logo printed on Sparta Day napkins distributed by food vendors in the plaza
- Free vendor space in location of your choice
- Free Sparta Day Map ad
- 2 DJ acknowledgements (content customizable)
- Listed as Food Plaza sponsor on JWCS web site and Facebook page

Level 2 - \$1000 (continued)

Sparta Day Tote Bag Sponsorship

The popular Sparta Day Tote Bags are distributed at event entrances and house information and valuable coupons for local businesses. Benefits of sponsoring the Sparta Day Tote Bag include:

- Your business name and/or logo printed on Sparta Day Tote Bags with Sparta Day logo
- Free vendor space in location of your choice
- Free Sparta Day Map ad
- 2 DJ acknowledgements (content customizable)
- Listed as Tote Bag sponsor on JWCS web site and Facebook page

Level 3 - \$500

All Level 3 Sponsorships include:

- *Free vendor space in location of your choice*
- *DJ acknowledgement*
- *Listed as Level 3 Sponsor on JWCS web site and Facebook page*

Kid's Country Amusement Sponsorships (Five available)

Kid's Country is a beloved section of Sparta Day that has been an absolute "must" for local families to visit annually. In addition to all of the benefits of being a Level 3 sponsor (see above), your business or organization will be included on signage expressing thanks for your support in keeping Kid's Country free to the public, as well as on **prominent individual signage displayed with one of the featured amusements/activities.**

Sanitizing Station Sponsorship

Help keep Sparta Day germ-free by providing event-wide coverage with 4 stations located throughout the park. In addition to all of the benefits of being a Level 3 sponsor (see above), **your business or organization will receive prominent signage at each station.**

Visual Promotion Sponsorship

A festive entryway at Sparta Day heightens the cheerful atmosphere of the day's festivities. In addition to all of the benefits of being a Level 3 sponsor (see above), **your business or organization will receive prominent signage at event entrance alongside a balloon display.**

Prize Wheel Sponsorship

Spin it to win it! Event attendees can try their luck at the prize wheel where they put down quarters to pick a number and hope for the best. Prizes are various types of candy. In addition to all of the benefits of being a Level 3 sponsor (see above), sponsorship includes **prominent signage at and on the Prize Wheel.**

T-shirt Sponsorship

JWCS event volunteers are easy to spot in their Sparta Day T-shirts. In addition to all of the benefits of being a Level 3 sponsor (see above), **your business or organization name/logo will be printed on the Sparta Day T-shirts worn by JWCS volunteers.**

Music Sponsorship

Professional DJ will provide musical entertainment and event announcements. In addition to all of the benefits of being a Level 3 sponsor (see above), your business or organization will have **prominent signage at the DJ booth and the DJ will announce your sponsorship every hour.**

Level 4 - \$250

Kid's Country Supporter

Your business or organization will be included in Kid's Country signage expressing thanks for your support in keeping Kid's Country free to the public. You will also receive DJ acknowledgment and will be listed as a sponsor on the JWCS web site and Facebook page.

Beverage Center Sponsorship

This designated area provides free water to all Sparta Day attendees. Sponsorship includes signage at the Beverage Center, DJ acknowledgment and you will be listed as a sponsor on the JWCS web site and Facebook page.

Level 5 - \$150

Lotto Raffle Sponsor

A display of scratch-off lottery tickets will be offered as a prize for a raffle drawn at the end of Sparta Day. Your business or organization will be included as a sponsor on the printed raffle tickets and will be listed as a sponsor on JWCS web site and Facebook page.

The Junior Woman's Club of Sparta is a non-profit charitable organization registered under Internal Revenue Code 501(c)(3) (Tax ID#22-2503635).

Advertising Opportunities

Sparta Day Map Ad - \$100

For a \$100 donation, you will be given a 2x3.5 inch black & white advertisement space to include your coupon or ad on our Sparta Day Map that will be distributed during the event to those in attendance. *Images for Map Ads must be emailed in an EPS, PDF, or TIFF format by October 1st, 2021 to spartaday@gmail.com.*

Promotional Item Insertion (Sparta Day Tote Bag) - \$50

For a \$50 donation, you can have one promotional item inserted into the Sparta Day Tote Bags that will be distributed during the event to those in attendance. Examples of promotional items are flyers, coupons, pens, magnets, etc. *A description of the item must be submitted for approval by JWCS on or before September 15th, 2021 (unless another date is agreed upon with JWCS). Once approved, you must provide 500 of your promotional item to JWCS no later than October 1st, 2021. Please note that the number of businesses/organizations participating may be limited.*

→ **Participate in both and save! Get a Map Ad and Tote Bag Insertion for \$125**

Sparta Day Game *Where's Spartan Sam?* - \$40

For a \$40 donation, increase your booth traffic on Sparta Day by participating in the *Where's Spartan Sam?* game! Players must find Spartan Sam at your booth and receive a stamp in order to complete their game board and be entered for a chance to win a prize. JWCS will provide you with the "Spartan Sam" to hide and a game board stamp on the day of the event. Participating vendors will have their business/organization logo (or name if no logo exists) displayed at the JWCS booth with the prize. Please note that the number of businesses/organizations participating will be limited and it sells out quickly.



Sponsorship and Advertising

Yes, we would like to contribute to making the 46th Annual Sparta Day an event to remember!

Business Name: _____

Contact Person: _____

Address: _____

Email: _____

Phone: _____

Please check:

Level 1 - \$2000

___ Title Sponsorship

Level 2 - \$1000

___ Kid's Country Sponsorship

___ Food Plaza Sponsorship

___ Tote Bag Sponsorship

Level 3 - \$500

___ Kid's Country Amusements

___ Sanitizing Station Sponsorship

___ Prize Wheel Sponsorship

___ Visual Promotion Sponsorship

___ T-shirt Sponsorship

___ Music Sponsorship

Level 4 - \$250

___ Kid's Country Supporter

___ Beverage Center Sponsorship

Level 5 - \$150

___ Lotto Raffle Sponsorship

Advertising

___ Sparta Day Map Ad \$100

___ Tote Bag Promotional Insertion \$50

___ *Discount:* Map Ad & Tote Bag Insertion \$125

___ *Where's Spartan Sam?* Participation \$40

Total enclosed \$ _____

Please make all checks payable to Junior Woman's Club of Sparta

NOTE: Vendor Space Information, Regulations and Registration can be found at www.jwcsparta.org