



**2018 Fall Jubilee in  
Downtown Reidsville  
Saturday, October 20**

**SPONSORSHIP OPPORTUNITIES**



**The Fall Jubilee is a FREE Event** featuring 100+ Vendors PLUS Live Music • Family Entertainment • Downtown Retail Specials

**EVENT OVERVIEW:** Each October, thousands of residents and visitors take the opportunity to see how Reidsville embodies their city slogan — *Live Simply; Think Big* — at the city's annual Fall Jubilee. The 27th annual festival is set for Saturday, October 20, from 10 a.m. to 9 p.m. Admission to the downtown festival is free.

The Fall Jubilee is one of the largest festivals in Rockingham County and draws thousands of people from across North Carolina and southern Virginia for entertainment, food, fun and a car show featuring more than 200 beautifully restored antique cars and trucks. The Reidsville Fall Jubilee will showcase more than 100 quality vendors offering a mix of art, crafts, jewelry, fashion accessories, pottery, home and garden décor, and much more. Visitors will also find favorite fun festival foods. The Kidz Zone will feature bounce houses and amusement rides, and Touch A Truck with vehicles from the city's Police, Fire, and Public Works departments.

**DEMOGRAPHICS:** The Fall Jubilee has something for everyone — locals and out-of-town visitors. There are activities and offerings for individuals, groups and families of all ages! Anticipated Attendance: 15,000.

**COMPREHENSIVE MARKETING:** Paid Advertising in *Greensboro News and Record*, *Eden's Own*, and other local publications as budget permits; Press Releases in local newspapers; Online Promotion through statewide events calendars and social media; Local Signage/Banners in key positions around the Piedmont Triad; Distribution of flyers, invitations and email blasts to targeted audiences; TV/Radio Advertising as budget permits

**WHY SPONSOR?** Sponsorship is a great way to showcase your business, but where does your money go? Funds raised by the Jubilee support the ongoing efforts of the Reidsville Downtown Corporation (RDC), a volunteer-driven 501(c)3 organization whose focus is to bring attention and business to Downtown Reidsville. Their efforts include restoring the downtown district through revitalization projects, rehabilitation grants, and hands-on local business support. Your participation goes a long way toward making the Jubilee successful!

# SPONSORSHIP LEVELS



## JUDGE'S CHOICE: \$3,500 (limit: two)

Logo Banner at Market Square Stage

Logo in television advertising

Logo on Market Square digital signage (3 weeks prior to event)

Acknowledgement from Market Square Stage at Opening Ceremony

Sponsor Spotlight on Social Media • THREE free vendor booth spaces

Logo on event Posters, Brochures, Maps, and T-Shirts

Logo on all Print and Online Advertising

## BEER GARDEN SPONSOR: \$2,500 (limit: two)

LOGO BANNER at Market Square Beer Garden

Logo in television advertising

Logo on Market Square digital signage (3 weeks prior to event)

Acknowledgement from Market Square Stage at Opening Ceremony

Sponsor Spotlight on Social Media • TWO free vendor booth spaces

Logo on event Posters, Brochures, Maps, and T-Shirts

Logo on all Print and Online Advertising



## GOLD MEDAL SPONSOR: \$1,500 (limit: two)

LOGO BANNER at Morehead Street Stage

Logo in television advertising

Logo on Market Square digital signage  
(2 weeks prior to event)

Acknowledgement from Market Square Stage  
at Opening Ceremony

ONE free vendor booth spaces

Logo on Posters, Brochures, Maps, and T-Shirts

Logo on all Print and Online Advertising

## SILVER MEDAL SPONSOR: \$1,000 (limit: three)

Logo on Market Square digital signage  
(2 weeks prior to event)

Acknowledgement from Market Square Stage  
at Opening Ceremony

Logo on Posters, Brochures, Maps, and T-Shirts

Logo on all Print and Online Advertising



## BRONZE MEDAL SPONSOR: \$500

Logo on Market Square digital  
signage (1 week prior to event)

Company name on event Posters,  
Brochures, Maps, and T-Shirts

Company name on all Print and  
Online Advertising

## CHAMPION: \$250

Company name on event Posters,  
Brochures, Maps, and T-Shirts

Company name on all  
Print and Online Advertising

## FRIEND: \$100

Company name on event Posters,  
Brochures, Maps, and T-Shirts





# 2018 SPONSORSHIP AGREEMENT

Questions? Contact Missy Matthews, Main Street Manager:  
336.349.1111 or mmatthews@reidsvillenc..

Mail completed form to: Missy Matthews, Reidsville Fall Jubilee ,  
230 W. Morehead St., Reidsville, NC 27320

## SPONSOR INFORMATION

Company \_\_\_\_\_

Contact \_\_\_\_\_

Street/Mailing Address \_\_\_\_\_

City / State / ZIP \_\_\_\_\_

Contact Phone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

## SELECT A SPONSORSHIP LEVEL

- JUDGE'S CHOICE: \$3,500
- BEER GARDEN SPONSOR: \$2,500
- GOLD MEDAL SPONSOR: \$1,500
- SILVER MEDAL SPONSOR: \$1,000
- BRONZE MEDAL SPONSOR: \$500
- CHAMPION: \$250
- FRIEND: \$100

### Payment Information

- Check enclosed (*to Reidsville Downtown Corporation*)
- Bill me at the address above
- Payment via credit card

\_\_\_\_\_  
Name on Card

\_\_\_\_\_  
Credit Card No.

\_\_\_\_\_  
Expiration

\_\_\_\_\_  
CVC

\_\_\_\_\_  
Signature

## SPONSOR AGREEMENT

This agreement is made between the above named Sponsor and the Reidsville Downtown Corporation, 230 W. Morehead St., Reidsville, NC 27320. The Sponsor desires to have an affiliation with the Reidsville Fall Jubilee in Downtown Reidsville, and the Reidsville Downtown Corporation organizes the Reidsville Fall Jubilee. The Reidsville Downtown Corporation agrees to provide the products and services as they pertain to the Sponsorship Level selected above.

The deadline for signed sponsor forms and payment is September 24, 2018. Some sponsor benefits may be forfeited due to publication or other deadlines occurring prior to September 24. **To receive full sponsorship benefits, signed forms and payment are due on or before September 3, 2018.** Payment due at time of contract. No refunds after 7 days.

Sponsors are required to supply high resolution graphic images, logos and company information if needed to fulfill the Sponsorship Level chosen. (Email to mmatthews@reidsvillenc.gov; pdf, eps or high resolution jpg files preferred).

It is further understood and agreed that the conditions and agreements contained herein are binding on, and may be legally enforced by, parties hereto, their heirs, executors, administrators, successors and assigns. The Reidsville Downtown Corporation, including its festival volunteers, other sponsors, vendors or associates, shall not be liable for failure to perform their obligations under this agreement if such failure is due to acts beyond their control including, without limitation, acts of God, acts of public enemy, acts of government, civil disobedience or other cause beyond the control of the Reidsville Downtown Corporation.

All parties agree not to disclose to any other party any proprietary information acquired about the other. All parties further agree not to disclose, without prior written consent, any information obtained about the other party.

\_\_\_\_\_  
Sponsor signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Fall Jubilee signature

\_\_\_\_\_  
Date