

Sponsorship opportunities

New Venue - Exciting Upgrades - Resort Amenities

This lakefront event will draw thousands!



— *Filled with* —
OPPORTUNITY



September 26 & 27, 2020

**Mariners Landing
1217 Graves Harbor Trl
Huddleston, VA 24104
RAIN OR SHINE EVENT**

— *Event sponsors* —

THE VINTNER

THE SOMMELIER

AVID TASTER

— *Onsite feature sponsors* —

MAIN STAGE

RELAXATION HALL

VIP LOUNGE

BREW PUB

EVENT SHIRT

Questions: Contact Cheryl Ward, Special Events Director - CWard@VisitSmithMountainLake.com - 540-721-1203



Event sponsors

THE VINTNER
limit two

THE SOMMELIER
limit four

AVID TASTER
limit six

Exclusive feature <i>Benefits begin upon payment</i>	Pre-event roadside banners		
Logo featured on every printed ticket.	✓		
Logo featured on event billboards.	✓		
Inclusion in television commercial.	Logo		
Inclusion in print advertising and pre-event posters. (Posters: placed in the SML region)	Logo	Typeset, upgraded placement	
Sponsor mention on radio advertising.	First mention		
Listing with hyperlink on event website.	Logo	Typeset, upgraded placement	Typeset
Inclusion in weekly Chamber member eblast.	Logo	Typeset, upgraded placement	Typeset
New: Pre-event feature on Facebook event page.	✓	✓	✓
Inclusion on stage LED backdrop.	Logo	Logo	Logo
Inclusion on entrance scaffolding.	Logo, top placement	Typeset, upgraded placement	Logo
10' x 10' event space.	✓	✓	
VIP ticket with glass and festival shirt.	10	6	4
	\$5,000	\$3,000	\$1,500

Onsite feature sponsors

MAIN STAGE
limit one

RELAXATION HALL
limit one

VIP LOUNGE
limit one

BREW PUB
limit one

EVENT SHIRT
limit one

Across top of Main stage	Company recognition at entrance	Company recognition at entrance	Company recognition at entrance	Logo on event shirt
Mentioned as <i>your</i> feature	Mentioned as <i>your</i> feature	Mentioned as <i>your</i> feature	Mentioned as <i>your</i> feature	
Listed as <i>your</i> feature	Listed as <i>your</i> feature	Listed as <i>your</i> feature	Listed as <i>your</i> feature	
Mentioned as <i>your</i> feature	Mentioned as <i>your</i> feature	Mentioned as <i>your</i> feature	Mentioned as <i>your</i> feature	
Logo				
Listed as <i>your</i> feature	Listed as <i>your</i> feature	Listed as <i>your</i> feature	Listed as <i>your</i> feature	
✓	✓	✓	✓	✓
Logo	Logo	Logo	Logo	
✓				
8	6	6	6	4
\$4,000	\$3,500	\$3,500	\$3,500	\$2,000

Main Stage: Live Bands are the focal point of entertainment! Everyone will be singing your praise as the stage sponsor.

Relaxation Hall: Grateful festival goers will appreciate this indoor facility to cool down, relax, and enjoy refreshing water.

VIP Lounge: Get noticed by this elite crowd. For VIP ticket holders only, the indoor/outdoor lounge features fine-dining, private restrooms, and free-flowing wine.

Brew Pub: We welcome the suds drinking sports fan too! Welcome them into the tented pub complete with multiple screens to watch the game.

Event Shirt: Commemorative shirts are given to all volunteers, staff, and Chamber Champions, as well as being for sale. Include your logo on this collectible.



Smith Mountain Lake Regional Chamber of Commerce

Sponsor Agreement

Event date: September 26 & 27, 2020

SPONSORSHIP AVAILABLE ON FIRST COME, FIRST SERVE BASIS

Business Name: _____

Contact Name: _____

Address: _____

City, State & Zip: _____

Business Phone: _____ Cell Phone: _____

E-mail: _____

Event Sponsor Level:

The Vintner/\$5,000 The Sommelier/\$3,000 Avid Taster/\$1,500

Onsite Feature Sponsor:

Main Stage/\$4,000 Relaxation Hall/\$3,500 VIP Lounge/\$3,500

Brew Pub/\$3,500 Event Shirt

Payment:

Check # _____ payable and sent to SMLRCC,
16430 Booker T. Washington Hwy., Suite 2, Smith Mountain Lake, VA 24121

Credit Card Type: (circle one) MC VISA AMEX DISCOVER

Name on Card: _____

Credit Card # _____

Exp _____ Sec. Code _____

Billing Address: _____

Signature: _____

Agreement Submission & Questions:
Cheryl Ward, Special Events Director
CWard@VisitSmithMountainLake.com - 540-721-1203