



October 9, 2016

Clifton Day Festival

www.cliftonday.com

2016 Clifton Day Sponsorships

Would you like to benefit local charity organizations *and* get your company's name in front of thousands of Fairfax County residents? Then consider sponsoring the Clifton Day Festival, which typically draws over 20,000 attendees each year!

What is Clifton Day Festival?

The Festival is a time-honored tradition dating back almost 50 years. Held the Sunday of Columbus Day weekend (October 9th this year), Clifton residents turn the streets of this usually quiet town into an exhilarating old time country fair. Nearly 150 arts, crafts, and antique vendors line the bustling streets. Town parks come alive with horseback rides, Civil War reenactments, craft demonstrations, children's activities, live music, and historic displays. Food vendors offer international flavors, barbecues, and tasty treats. And the public streams in, all day long, for an old fashioned day of family fun and entertainment!

Who benefits from Clifton Day?

Local charities are the largest benefactors of the Festival, as their booth proceeds and all parking proceeds go exclusively to participating groups such as local Boy Scout Troops, Girl Scout Troops, Clifton Lions Club, Mason's Acacia Lodge, local churches, and the festival's official host, the Clifton Betterment Association. As a sponsor you, too, can benefit by having your name and/or logo on Clifton Day Festival advertisements, materials, and signage.

How can you become a sponsor?

Clifton Day Festival's Sponsorship Program is outlined on the following page. You can choose from several donation levels, each with a different set of benefits. Just mail in the attached form, with your sponsorship donation, and we'll be in touch to finalize the details.

We hope that you recognize the potential marketing exposure presented by Clifton Day and find a sponsorship program that fits your means and objectives. With your support, the festival and a host of deserving local charities can be truly successful in 2016!

Michelle

Michelle Stein
CBA President

Barbara

Barbara Hutto
Clifton Day Chair
CliftonDay2013@verizon.net

P.S. Hope to see you on Sunday, October 9th for the Clifton Day Festival!

2016 Clifton Day Sponsorship Program

CORPORATE - \$5,000 Sponsorship Benefits:

- u Your Logo on Flyer and on Cliftonday.com website
- u Your Logo on "Thank our Sponsors" signs
- u Company Name in press releases and advertisements
- u 10 Oktoberfest tickets
- u 5 Parking Passes
- u 4 Announcements from the Main Stage
- u 1 Booth
- u Sponsorship of the Main Stage for the first Corporate Sponsor

GOLD - \$2,500 Sponsorship Benefits:

- u Your Logo on Flyer and on Cliftonday.com website
- u Company Name on "Thank Our Sponsors" signs
- u Company Name in press releases and advertisements
- u 8 Oktoberfest tickets
- u 4 Parking Passes
- u 2 Announcements from the Main Stage
- u 1 Booth
- u Sponsorship of the Kids' Park for the first Gold Sponsor

SILVER - \$1,000 Sponsorship Benefits:

- u Company Name on Flyer
- u Company Name on "Thank Our Sponsors" signs
- u Company Name on advertisements
- u 6 Oktoberfest tickets
- u 2 Parking Passes

BRONZE - \$500 Sponsorship Benefits:

- u Company Name in Flyer
- u Company Name on "Thank Our Sponsors" signs
- u 4 Oktoberfest tickets
- u 2 Parking Passes

AMOUNTS UNDER \$500 - Sponsorship Benefits:

- u Company Name on Flyer
- u Company Name on "Thank Our Sponsors" signs

Additional information on Clifton Day is available at www.cliftonday.com.

Please direct sponsorship questions to Barbara Hutto, Clifton Day Chair 202-258-0091 or cliftonday2013@verizon.net

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Become a Clifton Day Festival Sponsor!

Complete and mail this form with your check to: Clifton Day Sponsor, PO Box 94, Clifton, VA 20124.
Make checks payable to *Clifton Betterment Association*.

SPONSORSHIP LEVEL: _____ OR OTHER AMOUNT: \$ _____

BUSINESS NAME (to be used in promotional materials and advertisements): _____

CONTACT PERSON: _____

ADDRESS: _____ CITY: _____

STATE: _____ ZIPCODE: _____ PHONE: _____

EMAIL ADDRESS: _____