



October 7, 2018

Clifton Day Festival

www.cliftonday.com

2018 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 over 40 years. Held the Sunday of Columbus Day weekend (October 7th 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, 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 Cub, Mason's Acacia Lodge, local churches, and the festival's official host, the Clifton Betterment Association (CBA). 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 2018!

Michelle

Michelle Stein
CBA President

Barbara

Barbara Hutto
Sponsorship Chair
cliftonday2013@verizon.net

2018 Clifton Day Sponsorship Program

CORPORATE - \$5000 Sponsorship Benefits:

- ▶ Your Logo in Flyer and on Cliftonday.com website
- ▶ Your Logo on "Thank our Sponsors" signs in Parking Lots
- ▶ Company Name in press releases and advertisements
- ▶ 10 Tickets to Hospitality Area
- ▶ 5 Parking Passes
- ▶ 4 Announcements from the Main Stage
- ▶ 1 Booth

GOLD - \$2500 Sponsorship Benefits:

- ▶ Your Logo in Flyer and on Cliftonday.com website
- ▶ Company Name on "Thank Our Sponsors" signs in Parking Lots
- ▶ Company Name in press releases and advertisements
- ▶ 8 Tickets to Hospitality Area
- ▶ 4 Parking Passes
- ▶ 2 Announcements from the Main Stage
- ▶ 1 Booth

SILVER - \$1000 Sponsorship Benefits:

- ▶ Company Name in Flyer
- ▶ Company Name on "Thank Our Sponsors" signs in Parking Lots
- ▶ Company Name on advertisements
- ▶ 6 Tickets to Hospitality Area
- ▶ 3 Parking Passes

BRONZE - \$500 Sponsorship Benefits:

- ▶ Company Name in Flyer
- ▶ Company Name on "Thank Our Sponsors" signs in Parking Lots
- ▶ 4 Tickets to Hospitality Area
- ▶ 2 Parking Passes

AMOUNTS UNDER \$500 - Sponsorship Benefits:

- ▶ Company Name in Flyer
- ▶ Company Name on "Thank Our Sponsors" signs in Parking Lots

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

Please direct sponsorship questions to Barbara Hutto, Sponsorship Chair, 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: _____