



October 10, 2021

Clifton Day Festival

www.cliftonday.com

2021 Clifton Day Sponsorships

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

What is the Clifton Day Festival?

Clifton Day is a time-honored tradition dating back over 50 years. Held the Sunday of Columbus Day weekend (October 10th this year), Clifton residents turn the streets of this usually quiet, historic 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, 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. Their Booth proceeds and all parking proceeds go exclusively to participating groups such as local Scout Troops, Clifton Lions Club, 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, T-shirts 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.

There is tremendous potential marketing exposure presented by Clifton Day and we are confident you will 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 2021!

Kathy
Kathy Hertz
Chairman

Julie
Julie Novak
Sponsorship Chair
cliftondaysponsor@gmail.com



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2021 Clifton Day Sponsorship Program

GOLD - \$2500 Sponsorship Benefits:

- ▶ 1 Booth
- ▶ Company logo on event T-shirts, official flyer and CliftonDay.com website
- ▶ Company logo on “Thank Our Sponsors” signs in Parking Lots
- ▶ Company name or logo in press releases and advertisements
- ▶ 20 Beer tickets
- ▶ 4 Parking Passes
- ▶ 3 Announcements from the Main Stage

SILVER - \$1000 Sponsorship Benefits:

- ▶ Company logo on event T-shirts, official flyer, and CliftonDay.com website
- ▶ Company logo on “Thank Our Sponsors” signs in Parking Lots
- ▶ Company name or logo in press releases and advertisements
- ▶ 10 Beer tickets
- ▶ 3 Parking passes

BRONZE - \$500 Sponsorship Benefits:

- ▶ Company logo on event T-shirts, official flyer, and CliftonDay.com website
- ▶ Company logo on “Thank Our Sponsors” signs in parking lots
- ▶ 5 Beer tickets
- ▶ 2 Parking passes

Additional information is available at CliftonDay.com.

Please direct sponsorship questions to Julie Novak, Sponsorship Chair, cliftondaysponsor@gmail.com



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Yes, I Want to 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: _____ AMOUNT ENCLOSED: \$ _____

BUSINESS NAME (to be used for promotional materials & advertising):

CONTACT PERSON: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIPCODE: _____

PHONE: _____ EMAIL ADDRESS: _____

Please email your logo in vector art format to: cliftondaysponsor@gmail.com by September 10th.