



Dear Sponsor,

Let me take this opportunity to THANK YOU for being an active and impactful partner in the Barre community.

The Barre Partnership recently announced that the 2021 Barre Heritage Festival will once again be cancelled due to COVID-19. Cancelling the Barre Heritage Festival was not an easy decision, but we felt it is the right one for our community. We felt very strongly about putting together a new event, just a little later in the year, allowing us all just a little more time to be ready (and able) to celebrate! Barre's Fall Festival is coming – Sept 30<sup>th</sup> thru Oct 2<sup>nd</sup>, 2021! Since announcing the event late last month, it has drawn huge attention and chatter around Central Vermont. Planning for this new event is well underway and we're looking forward to a successful and well attended event.

Barre's Fall Festival will feature side walk sales, pop up tent market, horse drawn hay rides, a fundraising dinner and dance, a Family Fall Fest Olympic Competition, shows, street entertainers, and soooo much more! And we'll end it all with fireworks, of course!

Your support of Barre's Fall Festival would be greatly appreciated and ever so important. Please consider sponsoring this newest event of The Barre Partnership in 2021. Sponsor levels and benefits are attached. Over the last two years we have increased our marketing to help increase awareness of not only The Barre Partnership, but all of our events to give our sponsors even more exposure increasing your sponsorship value. If you don't see anything that fits your budget or you have a creative idea of how you would like to partner with us in helping to promote your business and Barre's Fall Festival, please reach out to me! I believe there are multiple ways for collaboration in making this a successful event.

If you have questions, please call me email me at [director@thebarrepartnership.com](mailto:director@thebarrepartnership.com) or give me a call ~ 802-477-2967.

See you downtown...and thank you for supporting this great community!

Thank you,

Tracie Lewis  
Executive Director



**SEPT 30 – OCT 2, 2021**

## **SPONSORSHIP OPPORTUNITIES**

### **FRIENDS OF THE FESTIVAL \$100 – \$249**

**DONATIONS OF ANY AMOUNT ARE GREATLY APPRECIATED!**

LISTING OF INDIVIDUAL, FAMILY OR BUSINESS NAME ON WEBSITE AND SOCIAL MEDIA PAGES

### **BRONZE SPONSOR = \$250**

**FRIENDS OF THE FESTIVAL PERKS, PLUS:**

LOGO ON POSTERS, AND PRINTED COMMUNICATIONS  
LOGO ON WEBSITE FESTIVAL PAGE AND SOCIAL MEDIA PAGES  
BECOME MEMBER OF BARRE PARTNERSHIP (ELIGIBLE FOR MEMBERSHIP PERKS)

### **SILVER SPONSOR = \$500**

**BRONZE SPONSOR PERKS, PLUS:**

MENTIONS IN PUBLICITY (RADIO, PODCAST INTERVIEWS)  
INCLUSION IN PRINT, RADIO, AND ONLINE PROMOTIONS (INCLUDING SOCIAL MEDIA)

### **GOLD SPONSOR = \$1,000**

**SILVER SPONSOR PERKS, PLUS:**

- LOGO ON FESTIVAL SCHEDULE (SCHEDULE WILL BE PRINTED, FOR HAND OUT, IN NEWSPAPER, ON POSTERS AROUND TOWN)
- INDIVIDUAL SOCIAL MEDIA POST FOR EACH GOLD SPONSOR REGARDING YOUR BUSINESS

THESE SPONSORSHIPS ALSO INCLUDE GOLD PERKS:

### **FIREWORKS SPONSOR \$3,000 (2 SPONSORS)**

**THE FIREWORKS SHOW IS ONE OF THE MOST EXPENSIVE ELEMENTS OF BARRE'S FALL FESTIVAL AND IS ALWAYS A HUGE CROWD PLEASER!**

LOGO PLACEMENT ON ALL PRINT COLLATERAL AND ADVERTISEMENTS AT EVERY MENTION OF FIREWORKS  
VERBAL MENTIONS ON RADIO PSAS, COMMERCIALS, INTERVIEWS  
FOOTER SPONSORSHIP ON FALL FESTIVAL WEBPAGE  
BANNER PLACEMENT AT FESTIVAL

### **PRESENTING SPONSOR: \$5,000**

PRESENTING SPONSORS WILL RECEIVE TOP-BILLING AND BE INCLUDED ON ALL MARKETING COLLATERAL AND ADVERTISEMENTS, INCLUDING RADIO, NEWSPAPER, TV, PRINTED PROGRAMS, VENDOR LETTERS, ETC. THIS SPONSORSHIP PACKAGE WILL BE CUSTOMIZED TO FIT YOUR INDIVIDUAL BUSINESS NEEDS TO BECOME YOUR ULTIMATE MARKETING TOOL.

**YES! I WANT TO CONTRIBUTE!**

**PLEASE PUT ME AT THE FOLLOWING SPONSORSHIP LEVEL:**

PRESENTING SPONSOR: \$5,000

SILVER SPONSOR: \$500

FIREWORK SPONSOR: \$3,000

BRONZE SPONSOR: \$250

GOLD SPONSOR: \$1,000

FRIENDS OF THE FESTIVAL SPONSOR: \$100-\$249

COMPANY NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

WEB SITE: \_\_\_\_\_

FACEBOOK PAGE: \_\_\_\_\_

SEND CHECKS TO:

THE BARRE PARTNERSHIP, P.O. BOX 1032, BARRE, VT 05641

PLEASE EMAIL YOUR HIGH-RESOLUTION LOGO TO:

[DIRECTOR@THEBARREPARTNERSHIP.COM](mailto:DIRECTOR@THEBARREPARTNERSHIP.COM)