



# Sponsor Palooza

Dear Cape Charles Business Owners -

In order to streamline fund-raising and events planning, your Cape Charles Main Street Promotions Team has created a package to give you the opportunity to sponsor our three main events at one time – saving us all time and allowing you to budget for these crowd-pleasing Cape Charles occasions. If you choose to participate at one of the levels below, you'll not only have first dibs on excellent promotional perks but you'll be able to budget and pay all at once or in installments using a credit card. Just imagine a future without someone from Cape Charles Main Street coming by to ask for money three times a year! With this new plan, you'll choose your package and only see us for shopping, dining and other fun stuff around town. We are on a tight deadline to make this happen so please let us know by September 22, 2023.

## Cape Charles Champion - \$1750 (only 5 available)

**Festive Fridays Movie Sponsor** – Name on theatre marquee the week (Monday – Saturday) of movie showing. Recognition with logo as part of the movie graphics in the FF Event Guide – 5,000 in print and a digital version this year! Listing for one special or event in the FF Event Guide. Social media mention on movie promos week of showing on FB and IG in Cape Charles and Festive Fridays pages. Story featuring your business on social media 2 times on all outlets and in the quarterly newsletter. Logo to appear in “Thank You” graphic on CapeCharlesVirginiasCape.com

**LOVERun** – Large, prominently placed logo on a banner at race start area and on event t-shirts. Promo item or coupon in swag bags to promote your business. Six free run entries to share with employees, family and friends. Short feature on FB and IG pages each week for 3 weeks leading up to race. “Thank you” with logo to appear on home page of CapeCharlesVirginiasCape.com

**LOVEFest** – Your logo on a banner which will be displayed on the beer truck and event cups. “Thank you” post on FB and IG during the week before the event.

## Cape Charles Charmer - \$1200 (12 available)

**Festive Fridays Carriage Ride, Santa Plaza or Petting Zoo Sponsor** – Your logo on a banner to be used all 5 weeks. Your logo will also appear in the FF Event Guide – 5,000 in print and a digital version – with sponsorship choice noted. Listing in the FF Guide for one special or event at your shop, restaurant, or office for one Friday.

**LOVERun** – Your logo on a banner at race start area and a yard sign at a water station and a color station on route. Story featuring your business on FB and IG pages one time in weeks leading up to race. Enjoy four free run entries to share with employees, family and friends.

**LOVEFest** – Your logo on banner with other sponsors at entrance to Central Park and 1 yard sign near gazebo/bandstand. “Thank you” for sponsoring on FB following event.

## Cape Charles Cheerleader - \$750 (Installment payments not available)

**Festive Fridays Entertainment Sponsor** – Entertainer scheduled to appear in your shop, restaurant, or office for one Friday – date of event will be displayed prominently in the FF Event Guide and weekly event itinerary that will be posted online and in shared with businesses. And, this year, we’re planning on a digital version that will reach even further. “Thank you” for sponsoring on FF, CCMS and Cape Charles Virginia’s Cape FB pages one week during Festive Fridays.

**LOVE Run** – Logo at race start on banner with other sponsors. Yard sign at one color station along 5K route. Social media mention with other sponsors on FB and IG. Two free entries to the race!

**LOVEFest** – 2 yard signs with your logo near the gazebo/bandstand. “Thank you” for sponsoring on FB & IG pages

PERKS AT EACH EVENT	Cape Charles Champion	Cape Charles Charmer	Cape Charles Cheerleader
<b>Festive Fridays</b>			
Entertainer for Selected Friday			✓
Recognition in FF Guide Print - 5,000 - and Digital	✓	✓	✓
Weekly Events Itinerary - Recognition of Event	✓	✓	✓
Shout-Out on Social Media	✓	✓	✓
Feature Story on Social Media and in CCMS Newsletter	✓	✓	
Carriage, Santa Area, Snow or Petting Zoo Sponsor - Banner with Logo for 5 Fridays		✓	
Movie Sponsor - Name on Theatre Marquee for Week of Movie (valued at \$1,000) Logo included in print ad with movies in Eastern Shore Post	✓		
Recognition at All Movies in Pre-Movie Promo	✓	✓	✓
Ad in Eastern Shore Post with Movie and Logo	✓		
Yard Sign at Lighted Tree on Mason Ave.	✓		
<b>LOVERun</b>			
Logo on Banner at Race Start	✓	✓	✓
Feature Story on Social Media and in CCMS Newsletter	✓	✓	
Promo Item in Swag Bag	✓	✓	✓
Shout-Out on Social Media	✓	✓	✓
Recognition on Race Route Map	✓	✓	
Logo on Event Cups	✓		
Logo on Event T-Shirts	✓		
Free entries into the race	6	4	2
Sign at 1 Water Station		✓	
Sign at 1 Color Station		✓	✓
<b>LOVEFest</b>			
Logo on Banner at Beer Truck	✓		
Logo on Event Cups	✓		
Shout-Out on Social Media	✓	✓	✓
Yard Signs Near Gazebo - Band Stand	✓	✓	✓
Banner at Entrance to Central Park	✓	✓	