



POWHATAN CHAMBER OF COMMERCE
Promoting Community, Prosperity & Integrity

The County Of
POWHATAN
VIRGINIA

Sponsorship Package

EVENT SCHEDULE

April 23, 2010

May 28, 2010

June 25, 2010

July 23, 2010

August 27, 2010

September 24, 2010

**POWHATAN
CHAMBER OF
COMMERCE**

&

**POWHATAN OFFICE OF
ECONOMIC
DEVELOPMENT**

CONTACT INFO

Info@Powhatan4thFridays.com

www.Powhatan4thFridays.com

804-598-2636 (Chamber)

Powhatan's 4th Fridays

Dear Business Owner:

We are pleased to inform you of a very exciting event that will be taking place in Powhatan this summer. Sponsored by the Powhatan Chamber of Commerce along with the Powhatan Economic Development Authority, 4th Fridays will be held from **April** through **September**. The events will take place at "Friday Park" located at 2088 Carter-Gallier Blvd behind The Shoppe's at South Creek. Each event will have a main sponsor with some proceeds going to a charity of that sponsor's choice. Each event will feature bands such as Casper, The Janitors, and The Rhondels. Food and beverage vendors will be on site, as well as, some children's activities.

We are looking for additional sponsors and this will be a great opportunity to get your business name out. As **Event Title Sponsor** your business will gain an exceptional opportunity to touch the community with face-to-face exposure in addition to web hits, name brand recognition, visibility and directly connecting with the people your business serves. As a **Season Sponsor**, your company banner will be displayed at the event location and your business will also be listed on the 4th Friday's website with a direct link to your website. As a **Website Sponsor**, your company can offer 4th Friday attendees specials through discounts posted on the website.

If you are interested in being a part of this amazing event or if you have any questions, please feel free to email us at Info@Powhatan4thFridays.com.

Thank you in advance for your support.



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Powhatan's 4th Fridays

Powhatan's 4th Fridays will be bringing Powhatan, and the surrounding communities together to celebrate friends, family, music and fun! Partnerships with local Powhatan businesses and charitable organizations will allow the events spirit to begin this April when more than 2,000 people will enjoy the beautiful weather and an afternoon of festivities featuring:

- Live Entertainment
- Children's Activities
- Beer/Wine/Beverages/Food
- Support for the events charitable organization
- 2,000+ People Enjoying the Evening Festivities

This signature event increases the community's visibility, adding to the spirit that makes Powhatan County such a great place to live, work, and play.

The afternoon's festivities rely on the support of generous partners like you. As an **Event Title Sponsor** you will gain an exceptional opportunity to touch the community in the following ways: face-to-face exposure with more than 2,000 members of the community in addition to web hits, name brand recognition, visibility, and directly connecting with the people your business serves.

Included in our Sponsorship Packet you will find Sponsorship Levels, Sponsorship Pledge Form, individual sponsorship level information, voucher program information, and any forms needed.

Your pledge is kindly requested by **January 15, 2009** for full exposure and maximum promotion of your business.

Sincerely,
Powhatan's Fourth Fridays Committee

Christy Polster, Chair, Entertainment
Bill Farrar, Vice Chair, Public Relations
Tuck Pulliam, Financial Secretary
Robbie Urbine, Site
Michael Potter, Sponsorship
Chris Gowin, Advertising
Tina Bustos, Powhatan Chamber of Commerce
Sherry Swinson, Economic Development Authority
Kevin Myers, Powhatan Parks & Recreation
James Babcock, Advertising & Vendor



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Sponsorship Levels 2010 Season

Powhatan's 4th Fridays

Event Title Sponsorship - \$2000

- Company is the Gate/Ticket Host (Allows for face-to-face contact with all 4th Friday attendees - approved giveaways permitted) (See Event Host procedures- must provide approximately 30 workers for event)
- Company can choose a non-profit charity to partner with for event. (Non -profit receives 1/2 of gate fee – gate fee is \$5.00) – Non-profit must be a 501C-3 and approved by the 4th Fridays Committee
- Company banner displayed at the gate entrance (Banner provided by the sponsor)
- Company banner displayed over the stage (Banner provided by sponsor)
- Company banner displayed for the event season (5 events) at event location (Banner provided by sponsor – can be the same as stage banner)
- Sponsor recognized in all paid advertising for specific event
- Company Logo on 4th Fridays website with direct link to sponsors website – must provide artwork
- Sponsor space available for marketing (20X20 space – tent not provided)
- Company can offer 4th Friday attendees “4th Friday Specials” (business discounts on website)

Season Sponsor - \$600

- Company banner displayed for the event season (6 events) at event location (Banner provided by sponsor – maximum size 4' X 10')
- Company name listed on 4th Fridays website with direct link to sponsors website
- Company can offer 4th Friday attendees “4th Friday Specials” (business discounts on website)

Website Sponsorship - \$250

- Company name listed on 4th Fridays website with direct link to sponsors website
- Company can offer 4th Friday attendees “4th Friday Specials” (business discounts listed on website)



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Sponsorship Pledge Form

Powhatan's 4th Fridays

Thank you for supporting Powhatan's 4th Fridays Event!

*We invite you to participate as we plan this season's events.
Please consider a Sponsorship in one of the categories listed below.*

GOLD EVENT TITLE SPONSOR - Contribution Amount of \$2000:

SEASON SPONSOR - Contribution Amount of \$600:

WEBSITE SPONSOR - Contribution Amount of \$250:

*Yes, we would like to be a sponsor for Powhatan's 4th Fridays Events!
Your sponsorship at any level is welcome and greatly appreciated!*

Name of Company _____

Contact Name _____ Email _____

Sponsorship Level _____

If Title Event Sponsor - list charity of your choice _____

Charity must be a 501C-3 and must not have been a benefactor at a 4th Fridays event in the previous season

Address _____

City, State, Zip _____ Phone _____

Make checks payable to **Powhatan Chamber of Commerce**

Please return this form with your contribution to:

Powhatan Chamber of Commerce

PO Box 643

Powhatan, VA 23139

We would like to thank you for your contribution, it is greatly appreciated!

If you have any questions, please feel free to contact us at Info@Powhatan4thFridays.com or visit our website at www.Powhatan4thFridays.com.



POWHATAN CHAMBER OF COMMERCE

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Event Title Sponsors Event Host Procedures

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Event Hosts

As 4th Friday Event Hosts, the Event Title Sponsor & Charity Sponsor of your choice will have the most unique and exceptional opportunity to directly touch the community in the following ways: face-to-face exposure with more than 2,000+ members of the community in addition to web hits, name brand recognition, visibility, and directly connecting with the people your business serves.

- **Must have your lead representative attend a meeting on February 11, 2010 at 6:30 pm at the County Seat Restaurant (banquet room)**
- Must provide 50 workers for the event (in combination with charity). Workers must be present from 4:00 pm to 9:30 pm.
- Event Hosts must be smiling, happy, excited, positive, and service oriented!
- Uniform – Display Event Title Sponsor logo and/or Charity Logo on shirt to identify event host
- Event Hosts will receive 50 volunteer passes to distribute to workers to include the workers from the charity of your choice.
- Event Hosts will have a 20X20 space to use for marketing (tent not provided)

Gate Hosts

As gate host – your business and local charity have the opportunity to welcome guests, encourage charity donations, make personal contact with possible clients, hand out “goodies” with your business information and/or have an event “door prize”, give event directions and help make 4th Fridays a great event for our community!

- Requires 9 Gate Hosts
- **Arrive by 4:00 pm – Meeting with 4th Fridays Committee Member at 4:15 pm**
- 3 Gate hosts per ticket line
 - 3 Ticket Lines - Collect cash gate fees and/or business vouchers
 - 1st Host – Welcomes & Takes money
 - 2nd Host – Checks ID & Bands 21 & older
 - 3rd Host – Bands Under 21 & gives info to attendee about event
 - Welcome guests & Introduce yourself, your business & the charity that is benefiting from their attendance
 - Place all gate fees/vouchers into “Gate Cash Box”
 - \$5.00 per person—kids 12 & under FREE
 - Direct guests to the beer ticket table & children’s activities ticket table
 - Direct guests to the Title Event Sponsor Raffle
 - Encourage “Green” event – use recycle bins, etc.
- Exit Requirements – Hosts must be present
 - Thank guests for attending & plug your business & Charity
 - All beverages need to be empty when exiting event
 - Announce next event

Host Procedures cont.



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Title Event Sponsors Event Host Procedures

Host Procedures con't

Beer Ticket Table Hosts

- Requires 3 Ticket Hosts
 - 3 Beer/wine Ticket Lines
 - Ticket Table is in-between wine/beer vendors.
 - \$4.00 per beer/wine ticket
 - Place all beer ticket money into "beer/wine cash box"
 - Place all beer/wine tickets into ticket container & turn in at end of event
 - REMIND – Last call – tickets/beer shut down at 8:30 pm start reminding attendees at 8:00 pm
 - Suggest having donation "tip" jars for non-profit

Beer Truck Hosts

- Requires 12-15 Beer Truck Hosts
 - Accept beer tickets
 - Provide beer in exchange for beer tickets
 - 2 Beer Truck Lines
 - 3 Sections (front table, back table & dispensing)
 - Front Table - Two lines – 2-3 hosts take tickets and take beer from back table and give to attendees
 - Back Table – 2 hosts take beer from dispensing hosts and place on labeled/divided back table & get supplies when needed
 - Dispensing – 2-3 hosts dispense beer from beer truck
 - REMIND – Last call – tickets/beer shut down at 8:30 pm start reminding attendees at 8:00 pm
 - Suggest having donation "tip" jars for non-profit

Clean up – Trash Maintenance – All Hosts

Powhatan's 4th Fridays Event prides itself in being a "Green" event! Help us create a standard of excellence for this event by recycling and keeping Powhatan GREEN!

- Requires 30 Hosts
 - Make sure all trash is in proper receptacle – walk the park grounds and pick up any trash, etc.
 - Collect and bring all trash to dumpster behind stage
 - Fold/stack tables/chairs & place in storage unit behind stage
 - Leave Friday Park "cleaner then you found it"



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Charity Information

Charity Sponsor –

A local business, the Event Title Sponsor, has selected your non-profit organization to benefit from the Powhatan 4th Fridays event! This is a great opportunity to increase your organizations visibility in the community and on the 4th Fridays website, promote your cause and fundraise at the event! Your organization along with the Event Title Sponsor will host 4th Fridays.

- Non-profit must be a 501C-3 to participate
- Non-profit must not have been a benefactor at a 4th Fridays event in the previous season
- **Must have your lead representative attend a meeting on February 11, 2010 at 6:30 pm at the County Seat Restaurant (banquet room)**
- Must provide 50 workers for the event (in combination with Event Title Sponsor). Workers must be present from 4:00 pm to 9:30 pm.
- Event Hosts must be smiling, happy, excited, positive, and service oriented!
- Uniform – Display Charity Logo on shirt to identify event host
- See Title Event Sponsor information for responsibilities at the event.

Charity Opportunities -

An important mission of the Powhatan 4th Fridays event is to give back to our community organizations. We offer several opportunities for the non-profit organization to benefit from this event.

- The non-profit organization will receive \$2.50 of the gate fee (50%) for each person that attends the event. (Expected attendance is between 2000-3000 people/event).
- The non-profit organization will have a 20X20 space to use for marketing (tent not provided)
- Face-to-face exposure with more than 2,000 members of the community. As hosts your organization will have the opportunity to...
 - Welcome guests
 - Encourage charity donations
 - Make personal contact with the community
 - Distribute information to all attendees at the gate
 - Gain Visibility
- Display organizations logo on banner
- Display organizations logo on your workers shirts
- Logo with direct link to organizations website on the 4th Fridays website



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Company Voucher Program

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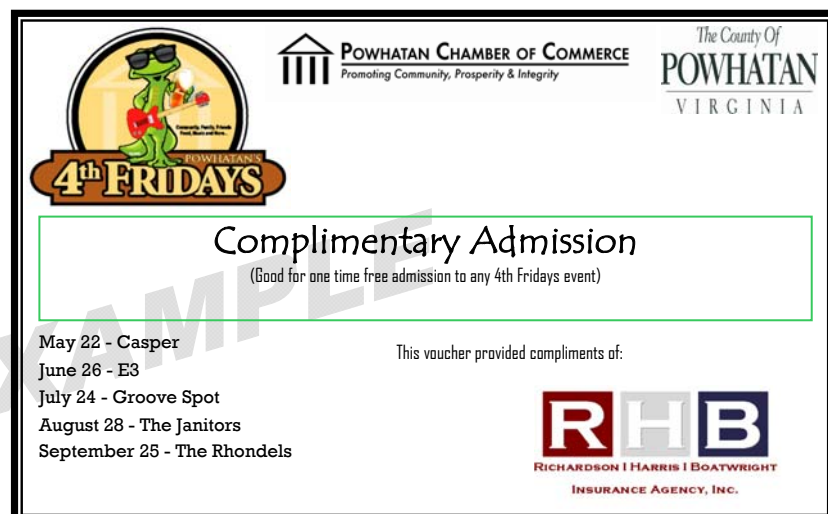
www.Powhatan4thFridays.com

804-598-2636 (Chamber)

Powhatan's 4th Fridays

Is your business tired of giving away pre-paid tickets to events to only find that your friends or clients never used them? We can provide your company a voucher that will allow you to invite clients to Powhatan's 4th Friday's events and only pay for the ticket if they attend the event. This voucher will represent a \$5.00 ticket and your company will be billed after the event! Sign up for this unique opportunity – see voucher application.

See Voucher example below...





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Season Sponsors

As a 4th Friday Season Sponsor, your business will have over 12,000+ community members see your company banner located at each event for the 2010 season. This is a great opportunity for your business to be known as a supporter of this great new community event! In addition to your banner being displayed at every event your company name will be listed on our website with a direct link to your companies' website. This is a chance to increase your businesses visibility in the community and to connect with the people your business serves.

- Sponsor will provide a company banner that will be displayed at each 4th Friday event. There are 6 events for the 2010 season. (Banner maximum size 4' X 10' – recommended size is 42" X 10')
- Sponsor will provide website address to be listed on the 4th Friday's website. Email web address to **Info@Powhatan4thFridays.com**
- "4th Friday Specials" – We have a "specials" page on the 4th Friday's website. Your company can submit a "special discount" for 4th Friday attendees on our website. (For example: Powhatan Pharmacy - Show your 4th Fridays arm band and receive a Free greeting card with any purchase, Italian Delight – Show your arm band and receive 10% off your dinner purchase)

Website Sponsors

As a 4th Friday Website Sponsor, your business will have an opportunity to increase your companies visibility on the Powhatan 4th Fridays website. This is a great opportunity for your business to be known as a supporter of this great community event!

- Sponsor will provide logo artwork to be displayed on the 3 4th Fridays website.
- Sponsor will provide website address to be listed on the 4th Friday's website. Email artwork/web address to **Info@Powhatan4thFridays.com**
- "4th Friday Specials" – We have a "specials" page on the 4th Friday's website. Your company can submit a "special discount" for 4th Friday attendees on our website. (For example: Powhatan Pharmacy - Show your 4th Fridays arm band and receive a Free greeting card with any purchase, Home Team Grill – Show your arm band and receive 10% off your dinner purchase). Email your "special" to **Info@Powhatan4thFridays.com**