



Dear Business Owner / Event Supporter:

The Fayette Heritage Committee is pleased to announce our 51st year for Watermelon Days and would like you to join us for our annual 3-day community festival, September 8, 9, and, 10 2023.

Watermelon Days is a great opportunity to promote your business to our residents and surrounding communities in Northeast Iowa. **The 3-day event offers live entertainment, spectacular fireworks, parade, car show, 5k Run, free-will donation community dinner, sky lanterns, escape room, FREE fun for families and kids including inflatables, balloon artists, face painting, and much more. The best part is that it is FREE to attend!**

Fayette Heritage is a 501(c)(3) organization so your donation in any amount is tax deductible.

Included with this letter is a detailed explanation of our sponsorship packages. Sponsorships range from \$100 to \$2000+ enabling any business to choose a level that fits their budget. Sponsorships at any level are greatly appreciated.

As a sponsor, your business will be promoted through a variety of event marketing materials, i.e. on [www.fayettewatermelondays.com](http://www.fayettewatermelondays.com), flyers, barrel rides, posters, information board, social media, in-theater screen ad, billboard, and on t-shirts, depending on the level of sponsorship selected.

**\*NEW\*** Event Sponsorship Level is available! Become our event sponsor and enjoy ALL of the advertising perks. Event Sponsors exclusively get a 1 month ad on a billboard. We only have 3 slots available so act quickly.

To enjoy ALL benefits of sponsorship, please return your sponsorship application by June 1, 2023. Sponsorships will still be accepted after that date, however we cannot guarantee your company will make every form of advertising due to printing deadlines.

Prizes for our annual drawing are also accepted and will receive verbal recognition from the stage for your donation. Tickets will be sold at area Fayette businesses for \$1 each or 6 for \$5 and will have a Grand Prize of cash and many other great prizes. Each ticket purchase comes with a commemorative magnet.

Should you have any questions, please contact Sarah Sieck via email at [fayettewatermelondays@gmail.com](mailto:fayettewatermelondays@gmail.com) or by phone at 319-231-3019.

Thank you in advance for your support. Together we can make this the best Watermelon Days ever! We need your support to continue this outstanding annual event for the Fayette community.

Sincerely,

Linda Tenney  
Fayette Heritage Corp., President

# **WATERMELON DAYS SPONSORSHIP**

## ***Frequently Asked Questions***

### **Where does the money go?**

Sponsorship dollars help pay for entertainment, FREE ACTIVITIES i.e. kids rides, inflatables, face painting, balloon artist, stage and sound systems, advertising, waste management, prizes, volunteer t-shirts and many other expenses that go into facilitating the variety of activities that take place over the three-day festival. Every donation is appreciated, whether you are an Event, Diamond, Platinum, Gold, or Silver level sponsor. Your contribution helps maintain a tradition in the community and demonstrates the community spirit of Fayette.

### **Is there a deadline?**

The deadline to enjoy ALL of the benefits of sponsorship is June 1, 2023.

Sponsorships are still welcome after this date, but some of the stated benefits may not be available. In particular, opportunities for advertising on T-shirts, billboards, on screen theater ads, and banners may not be available due to deadlines. Please contact us should you have any questions.

### **What are the benefits of sponsorship?**

Sponsors receive the benefit of advertisement of your community support to both residents of the Fayette area and those who come from far and wide to enjoy the event. Specific benefits provided are detailed on the following page, for each sponsorship level.

### **How do I become a sponsor?**

Simply fill out the enclosed form and send it along with your check to:

**Fayette Heritage Corp.**

**c/o Sarah Sieck**

**PO BOX 483**

**Fayette, IA 52142**

# *Fayette* **2023** **WATERMELON DAYS**

Cash or in-kind sponsorship level →	Event Sponsor \$2,000 3 spot avail	Diamond Sponsor \$1,000 + limited avail	Platinum Sponsor \$500-\$999	Gold Sponsor \$250-499	Silver Sponsor \$100-249
Billboard ad for 1 month					
Advertising at local movie theater(s) for 3 months					
Name/Logo on Promotional Poster					
Name/Logo banner on stage					
Logo on back of t-shirt					
Free t-shirt					
Logo/Link on our Website					
Recognition on Information Board					
Verbal Recognition on Stage					
Logo/Link Facebook Posts	5	4	3	2	1
Barrel Ride Ad					
<b><i>Thank you for your support!</i></b>					

## Is there a deadline?

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# SPONSORSHIP APPLICATION

**YES, COUNT US IN!** *We want to be a part of Watermelon Days on September 8, 9, & 10, 2023.*

**We want to be a:**

\_\_\_\_ **EVENT** Sponsor (\$2000+) *only 3 avail.*

\* \_\_\_\_ **GOLD** Level Sponsor (\$250-\$499)

\_\_\_\_ **DIAMOND** Level Sponsor (\$1000+)

\* \_\_\_\_ **SILVER** Level Sponsor (\$100-\$249)

\_\_\_\_ **PLATINUM** Level Sponsor (\$500-\$999)

Enclosed is a check for \$\_\_\_\_\_ made out to the Fayette Heritage Corporation.

***Please Print:***

Name/Business/Organization (as you would like it to appear in all publicity):

\_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail Address \_\_\_\_\_

Website Address \_\_\_\_\_

**\*ALL SPONSORS\*** *Please email a high resolution or vector file of your logo to [fayettewatermelondays@gmail.com](mailto:fayettewatermelondays@gmail.com).*

**\* DIAMOND & PLATINUM SPONSORS:**

What size **FREE T-shirt-**      \_\_S      \_\_M      \_\_L      \_\_XL      \_\_2XL

***TO GUARANTEE AVAILABILITY OF ALL SPONSOR BENEFITS, DONATIONS SHOULD BE RECEIVED BY JUNE 1, 2023.***

For further information, please contact us at 319-231-3019 or [fayettewatermelondays@gmail.com](mailto:fayettewatermelondays@gmail.com)

**PLEASE RETURN TO:**

Fayette Heritage Corp  
C/O Sarah Sieck  
P O BOX 483  
Fayette, IA 52142