



Dear Business Owner / Event Supporter:

The Fayette Heritage Committee is pleased to announce our 52nd year for Watermelon Days and the Sesquicentennial (150th Anniversary) for the City of Fayette and would like YOU to join us for our annual 3-day community festival, the weekend after Labor Day (September 6, 7, and 8, 2024).

Watermelon Days is a great opportunity to promote your business to our residents and surrounding communities in Northeast Iowa. **The 3-day event offers a variety of FREE, Family Fun for all ages, and we are going bigger and BETTER this year! Some of the FREE activities this year include incredible live entertainment, fun inflatables, mechanical bull rides, caricature drawings, balloon artists, spectacular fireworks, a sky lantern launch, an escape room, a parade, a car show, face painting, games and much more. We also offer a few things at a small fee, such as a 5k Walk/Run, a free-will donation community dinner, and other activities. 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 or supporter 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 our website, on a billboard, in movie theater screen ads, on our t-shirts, on our flyers/posters, on our social media, on our information board at our event, and more, depending on the level of sponsorship selected.

Become an Event Sponsor and enjoy ALL of the advertising perks, including your name/logo on our billboard ad and our movie theater screen ad for a minimum of 1 month. We only have 3 slots available, so act quickly.

To enjoy ALL benefits of sponsorship, please return your sponsorship application by June 1, 2024. 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 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,

Melissa Fagle, Fayette Heritage Corp., President




























Fayette Heritage Corporation

P.O. Box 454

Fayette, IA 52142

Fayette

WATERMELON DAYS 2024

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 (minimum of 1 month)					
Local Movie Theater(s) Ad (minimum of 1 month)					
Name/Logo on Promotional Poster					
Name/Logo banner on stage					
Name/Logo on T-Shirt					
Free t-shirt					
Recognition on Information Board					
Logo/Link on Our Website					
Verbal Recognition on Stage					
Logo/Link Post(s) on our Facebook Page	5	4	3	2	1

Thank you for your support!

Is there a deadline?

The deadline to enjoy ALL of the benefits of sponsorship is June 1, 2024. Sponsorships are still welcome after this date, but some of the benefits may not be available. In particular, opportunities for advertising on t-shirts, banners, theater ads, and billboards may not be available due to printing deadlines. Please contact us should you have any questions.

FayetteWatermelonDays@gmail.com

FayetteWatermelonDays.com

FAYETTE WATERMELON DAYS 2024 SPONSORSHIP APPLICATION

YES, COUNT US IN! *We want to be a part of Watermelon Days on September 6, 7, & 8, 2024.*

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 contact us closer to the event to pick-up a prize we want to donate for the BIG drawing.

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.*

EVENT, DIAMOND & PLATINUM Sponsors Only: Size FREE T-shirt? __ Small __ Med __ Large __ XL __ 2XL

*TO GUARANTEE AVAILABILITY OF ALL SPONSOR BENEFITS, DONATIONS **SHOULD BE RECEIVED BY JUNE 1, 2024.***

For further information, please contact us at 319-231-3019 or fayettewatermelondays@gmail.com

PLEASE RETURN TO: Fayette Heritage Corp
P O BOX 454
Fayette, IA 52142

Frequently Asked Questions

Where does the money go?

Sponsorship dollars help pay for FREE activities and entertainment, including rides, inflatables, caricatures, face painting, balloon artist, escape room, stage and sound systems, advertising, prizes, t-shirts, waste management and many other expenses that go into facilitating the variety of activities that take place over the three-day festival. All committee members are volunteers, so all the money raised goes towards the festival.

Is there a deadline?

The deadline to enjoy ALL of the benefits of sponsorship is June 1, 2024. Sponsorships are still welcome after this date, but some of the stated benefits may not be available, including advertisements on t-shirts, billboards, movie theater ads, and banners due to deadlines. Please contact us should you have any questions.

How do I become a sponsor?

Simply fill out this form and send it along with your check: **Fayette Heritage Corp., PO BOX 454, Fayette, IA 52142**