



**Wednesday, April 27 -
Sunday, May 1, 2011**

www.vintondogwoodfestival.org

Festival Overview

Summary

The Vinton Dogwood Festival is a non-profit community focused organization dedicated to provide a variety of events for everyone. This spring event is held annually and is currently in its 56th year. Our goal is to provide something for everyone by creating a positive community image and promoting civic pride.

The Events

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The festival opens with a Carnival Midway, providing entertainment for kids and adults alike. Live entertainment is held nightly on the Main Stage and has included many local and national artist performances.

Other events on Saturday, April 30th include a 5K run/walk, craft, food and retail vendors, various entertainment stages, free Kids' Zone, car and motorcycle show, crowning of the Dogwood queen and so much more. The annual Dogwood parade starts at 2:30 pm on Saturday, April 30th. The Carnival Midway is open until 11 pm that night with live entertainment on the Main Stage.

History

In 1956, the Vinton Band Boosters saw the need for new uniforms for the William Byrd High School band. To finance the project, the band boosters sold small dogwood trees. The idea 'caught on' and fun-loving Vintonites parlayed the sale of dogwoods into a community project that culminated into a festival.

The following year, Vinton Town Council and the town citizens decided to make it an annual event. And so it has grown! For over fifty years, Vinton has played host to countless numbers now estimated to be between 50,000 and 60,000 in attendance.

Media & Marketing

As one of the oldest festivals in Southwest Virginia, the Vinton Dogwood Festival continues to maintain a strong presence. The festival also maintains a good relationship with local media. A comprehensive event schedule is produced and distributed across the Roanoke Valley via local media outlets. Press releases are issued to print and broadcast media sources. TV coverage is provided where possible and event posters and publications are distributed throughout the Roanoke Valley. Cable TV network advertising is provided on 20 plus channels.

Funding

The Vinton Dogwood Festival is made possible each year by donations and sponsorship monies as well as fees from concessions, vendors and carnival.

Admission and Attendance

Admission continues to be FREE to festival attendees. Attendance numbers throughout the five-day event continue to drastically increase each year.



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Be a part of the Vinton Dogwood Festival tradition!

For over 50 years, the Dogwood Festival has provided free family entertainment for our community while promoting Vinton and Roanoke area businesses, and supporting local organizations like the Roanoke County schools, the Boy and Girl Scouts, Lions Clubs, local churches and area nonprofits.

The Dogwood Festival is organized and operated by an all volunteer committee who gives countless hours to stage this event. *It is funded by donations, sponsorships, and program advertising from our business community and fundraising events.*

Here's how you can participate: Become a Sponsor of the Dogwood Festival. We are also producing a program publication this year. You can either purchase an ad or be listed as a sponsor in this publication to support the Dogwood Festival.

Please fill out and mail the attached form to: Vinton Dogwood Festival, P.O. 384, Vinton, VA, 24179

Make check payable to: Vinton Dogwood Festival

If you have any questions please call Todd Bailey at 777-7379 (Sponsorships) or Terry Mazeika at 580-9514 (Advertising).

Dogwood Festival Sponsorships:

CHECK ONE:

Platinum Sponsorship - \$2500

- Full page ad in Dogwood Festival program
- Company banner placement in Festival area (up to 3)
- Name announced between performances at stage
- 6 invitations to Dogwood Festival Mayor's reception
- 10' x 10' booth space in Business/Retail row on Sat., 4-30
- 4 Festival t-shirts
- Logo listed on Schedule of Events/Map Pocket Card
- Logo on event billboards; listed on our website
- Link directly to your website from www.vintondogwoodfestival.org
- Logo on Dogwood event banners
- Name recognition in media
- Parade entry included

Gold Sponsorship - \$1000

- 1/2 page ad in Dogwood Festival program
- Banner placement at Midway Entertainment stage
- Name announced in between performances at stage
- 6 invitations to Dogwood Festival Mayor's reception
- 10' x 10' booth space in Business/Retail row on Sat., 4-30
- Listed in Dogwood Festival program and on our website
- Link directly to your website from www.vintondogwoodfestival.org
- 4 Festival t-shirts
- Name listed on Schedule of Events/Map Pocket Card
- Name listed on patron board
- Parade entry included

Silver Sponsorship - \$600

- 1/4 page ad in Dogwood Festival program
- 4 invitations to Dogwood Festival Mayor's reception
- Listed in Dogwood Festival program and on website
- 2 Festival t-shirts
- Name listed on Schedule of Events/Map Pocket Card
- Name listed on patron board
- Parade entry included

Business Patron - \$400

- Business card ad in Dogwood Festival program
- 2 invitations to Dogwood Festival Mayor's reception
- Name listed in Dogwood Festival program and on our website
- Name listed on patron board
- Parade entry included

Small Business Sponsorship - \$150

- Name listed in Dogwood Festival program and on our website
- Name listed on patron board
- Parade entry included

Full-color Program - Schedule of Advertising:

CHECK ONE:

- Back Cover (9-1/8" w x 11"h) - \$400.00 (one space only!)
 - Full Page (9-1/8" w x 11"h) - \$325.00
 - 1/2 Page (5-3/8"h x 9-1/8" w) - \$150.00
 - 1/4 Page (4-3/8" w x 5-3/8"h) - \$75.00
 - Bus. card (3-1/2" w x 2" h) - \$50.00
- Format: supply full color jpg or pdf file or actual business card to scan.

Ad deadline: no later than April 1, 2011



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Sponsorship Agreement

This agreement is between the company listed below and
The Vinton Dogwood Festival, Inc.

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Title: _____

Phone: _____ Fax: _____

Email: _____

Sponsorship Level (please check one)

_____ Platinum (\$2,500) _____ Gold (\$1,000) _____ Silver (\$600)

_____ Business Patron (\$400) _____ Small Business Patron (\$150)

In order to receive recognition in advertising promotional materials, sponsorship agreement must be submitted to the Dogwood Festival Office **by March 18, 2011**. Agreements received after this are not guaranteed to receive printed recognition. I am authorized to enter into this agreement on behalf of the company/agency listed on this agreement.

Signature _____ Date _____

Dogwood Festival Representative _____

FOR SILVER LEVEL AND UP – THIS FORM AND LOGO MUST BE RECEIVED BY THE DOGWOOD FESTIVAL OFFICE BY March 18, 2011 IN ORDER TO RECEIVE LOGO RECOGNITION.

Please send agreement and check to:

Vinton Dogwood Festival

PO Box 384

Vinton, VA 24179

Questions – Email info@vintondogwoodfestival.org or call 540.777.7379

THANK YOU FOR YOUR SUPPORT



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In-Kind Donation Form

Company Name: _____

Sponsorship Level: _____

My company will sponsor the Dogwood Festival at the above level. In addition to our cash sponsorship, our in-kind sponsorship is as follows: *Please detail the amount of in-kind sponsorship (i.e., 25 widgets @ \$100 each = \$2500, 40 hours of manpower @ \$15/hr = \$600, etc.) In-kind must be documented for audit purposes.*

Signed: _____ Printed Name: _____

Date: _____ Phone: _____ Fax: _____

Email: _____

THANK YOU FOR YOUR SUPPORT