



2022 SPONSORSHIP PACKET

Reynoldsburg Tomato Festival

4-6
AUGUST
2022



INFO@REYTOMATOFEST.COM



SPONSORSHIP PACKET

2022

About the Festival |

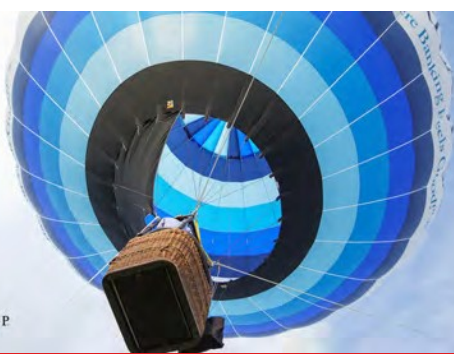
The Tomato Festival is a celebration of our community, and its heritage that has something for everyone.

- Live Entertainment featuring regional and local acts
- Carnival rides and games for the whole family
- Children's area with games and activities designed for kids ages 3-12
- Food and beverage vendors
- Beer Garden
- Car and Bike show
- Business and craft showcase tent for local and national companies
- Queen/Little Prince and Princess pageant

Benefits of Sponsoring the Festival |

The Tomato Festival is a multi-day family festival and celebration of community pride. It's a time to gather with family, friends, and neighbors to enjoy the largest, longest-running and inclusive event in Reynoldsburg.

- Target Audience: All ages
- Anticipated attendance: 18,000 across multiple days
- Reach a large audience with repeated impressions thru promotional materials and festival website
- Unique opportunity to engage a receptive audience
- Networking opportunities to connect with the community in a fun and entertaining environment
- Show your company's commitment to support residents and their interests
- Promote community outreach through an event that has a long tradition of supporting its benefactors





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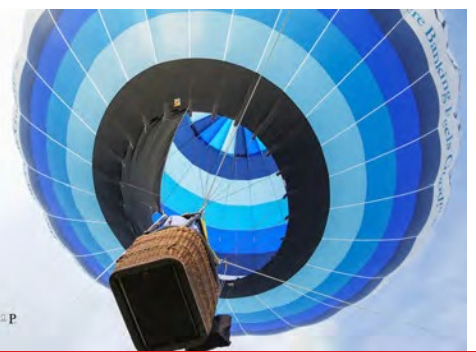
2022

Presenting Sponsor | \$10,000

- Sponsor's name to appear as "Presenting Sponsor of the Reynoldsburg Tomato Festival" in all marketing and promotion
- Category Exclusivity
- First right of refusal to retain sponsorship position in 2020 Reynoldsburg Tomato Festival
- Multi-Year Agreement
- Logo and company name in the festival flyer
- Logo and company name included on the festival website, including a link to sponsor's site
- Full page (5.5x8), color advertisement in the City of Reynoldsburg Parks and Recreation Activity Guide
- Opportunity to make one live announcement from the stage during opening ceremonies
- Logo and company name displayed with top sponsors on 3'x5' banners in four locations
- Eight banners featuring sponsor name and logo displayed throughout the festival
- One large booth in the Business Showcase tent 20x10 space
- Company name and logo featured on volunteer t-shirts
- Opportunity for five people to attend a pre-concert reception on Friday and Saturday (subject to band approval)

Gold Sponsor | \$7,000

- First Right of Refusal to Retain Sponsorship Position in 2020 Tomato Festival
- Logo and company name in the festival flyer
- Logo and company name included on the festival website, including a link to sponsor's site
- Half page (5.5x4), color advertisement in the City of Reynoldsburg Parks and Recreation Activity Guide
- Logo and company name displayed with top sponsors on 3'x5' banners in four locations
- Six banners featuring sponsor name and logo displayed throughout the festival
- One booth in the Business Showcase tent 10 x10 space
- Company name and logo featured on volunteer t-shirts
- Opportunity for five people to attend a pre-concert reception on Friday (subject to band approval)





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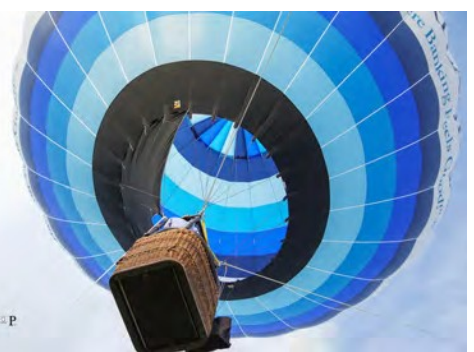
2022

Silver Sponsor (3 Available) | \$5,000

- Logo and company name in the festival flyer
- Logo and company name included on the festival website, including a link to sponsor's site
- Logo and company name displayed with top sponsors on 3'x5' banners in four locations
- Four banners featuring sponsor name and logo displayed throughout the festival
- One booth in the Business Showcase tent 10 x10 space
- Company name and logo featured on volunteer t-shirts
- Opportunity for four people to attend a pre-concert reception on Thursday (subject to band approval)

Entertainment Sponsor | \$10,000

- Naming rights for stage
- First Right of Refusal to Retain Sponsorship Position in 2020 Tomato Festival
- Logo and company name in the festival flyer
- Logo and company name included on the festival website, including a link to sponsor's site
- Half page (5.5 x 4), color advertisement in the City of Reynoldsburg Parks and Recreation Activity Guide
- Logo and company name displayed at the entrance to area sponsored
- Opportunity to introduce the main entertainment from the stage
- One booth in the Business Showcase tent 10 x10 space
- Company name and logo featured on volunteer t-shirts
- Opportunity for five people to attend a pre-concert reception on Friday and Saturday (subject to band approval)





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Saturday Entertainment Sponsor | \$5,000

- The sponsor of headline entertainment act billed as "ABC band brought to you by XYZ", night sponsored
- Logo and company name in the festival flyer
- Logo and company name included on the festival website, including a link to sponsor's site
- Logo and company name displayed with top sponsors on 3'x5' banners in four locations
- Opportunity to introduce the main entertainment from the stage on the night sponsored (subject to band approval)
- One banner featuring sponsor name and logo displayed throughout the festival
- One booth in the Business Showcase tent 10 x10 space
- Company name and logo featured on volunteer t-shirts
- Opportunity for four people to attend a pre-concert reception on Saturday (subject to band approval)

Friday Entertainment Sponsor | \$4,000

- The sponsor of headline entertainment act billed as "ABC band brought to you by XYZ," night sponsored
- Logo and company name in the festival flyer
- Logo and company name included on the festival website, including a link to sponsor's site
- Logo and company name displayed with top sponsors on 3'x5' banners in four locations
- Opportunity to introduce the main entertainment from the stage on the night sponsored (subject to band approval)
- One banner featuring sponsor name and logo displayed throughout the festival
- One booth in the Business Showcase tent 10 x10 space
- Company name and logo featured on volunteer t-shirts
- Opportunity for four people to attend a pre-concert reception on Friday (subject to band approval)





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Thursday Entertainment Sponsor | \$2,500

- The sponsor of headline entertainment act billed as "ABC band brought to you by XYZ", night sponsored
- Logo and company name in the festival flyer
- Logo and company name included on the festival website, including a link to sponsor's site
- Logo and company name displayed with top sponsors on 3'x5' banners in four locations
- Opportunity to introduce the main entertainment from the stage on the night sponsored (subject to band approval)
- One banner featuring sponsor name and logo displayed throughout the festival
- One booth in the Business Showcase tent 10 x10 space
- Company name and logo featured on volunteer t-shirts
- Opportunity for four people to attend a pre-concert reception on Thursday (subject to band approval)

Kids' Corner Sponsor | \$4,000

- Exclusive sponsor of the area (for example, Kids' Corner sponsored by ABC Company)
- Logo and company name in the festival flyer
- Logo and company name included on the festival website, including a link to sponsor's site
- Logo and company name displayed with top sponsors on 3'x5' banners in four locations
- Logo and company name displayed at the entrance to area sponsored
- One banner featuring sponsor name and logo displayed throughout the festival
- One booth in the Business Showcase tent 10 x10 space
- Company name and logo featured on volunteer t-shirts





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Beer Garden Tent Sponsor | \$2,500

- Exclusive sponsor of the area (for example, Beer Garden sponsored by ABC Company)
- Logo and company name in the festival flyer
- Logo and company name included on the festival website, including a link to sponsor's site
- Logo and company name displayed at the entrance to area sponsored
- One banner featuring sponsor name and logo displayed throughout the festival
- Company name and logo featured on volunteer t-shirts

Business Showcase Sponsor | \$2,000

- Exclusive sponsor of the area (for example, Business Showcase sponsored by ABC Company)
- Logo and company name in the festival flyer
- Logo and company name included on the festival website, including a link to sponsor's site
- Logo and company name displayed at the entrance to area sponsored
- One banner featuring sponsor name and logo displayed throughout the festival
- Company name and logo featured on volunteer t-shirts

Midway Sponsor | \$2,000

- Exclusive sponsor of the area (for example, Midway sponsored by ABC Company)
- Logo and company name in the festival flyer
- Logo and company name included on the festival website, including a link to sponsor's site
- Logo and company name displayed at the entrance to area sponsored
- One banner featuring sponsor name and logo displayed throughout the festival
- Company name and logo featured on volunteer t-shirts





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Royalty Sponsor | \$2,000

- Exclusive sponsor of the area (for example, Queen's Pageant sponsored by ABC Company)
- Logo and company name in the festival flyer
- Logo and company name included on the festival website, including a link to sponsor's site
- Opportunity to announce the winners of the pageant.
- Logo and company name displayed at the entrance to area sponsored
- One banner featuring sponsor name and logo displayed throughout the festival
- Company name and logo featured on volunteer t-shirts

Car and Bike Show Sponsor | \$1,000

- Exclusive sponsor of the area (for example, Car and Bike Show sponsored by ABC Company)
- Logo and company name in the festival flyer
- Logo and company name included on the festival website, including a link to sponsor's site
- Logo and company name displayed at the entrance to area sponsored
- One banner featuring sponsor name and logo displayed throughout the festival
- Company name and logo featured on volunteer t-shirts

Additional Sponsorship Opportunities |

- Beer Garden Fence Banner \$500
- Midway Banner \$300
- Vendor Space at Car and Bike Show \$100





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Friends Of The Festival Platinum Sponsor | \$1000

- Logo and company name in the festival flyer
- Logo and company name included on the festival website, including a link to sponsor's site
- One banner featuring sponsor name and logo displayed throughout the festival
- Opportunity for two people to attend a pre-concert reception on Thursday (subject to band approval)

Friends Of The Festival Gold Sponsor | \$500

- Logo and company name in the festival flyer
- Logo and company name included on the festival website, including a link to sponsor's site

Friends Of The Festival Silver Sponsor | \$250

- Logo and company name in the festival flyer
- Logo and company name included on the festival website, including a link to sponsor's site

Friends Of The Festival Bronze Sponsor | \$100

- Logo and company name included on the festival website, including a link to sponsor's site



2022 Tomato Festival Sponsor Commitment Form

Most marketing opportunities are finalized by June 1, 2022

Company Name:			
Email:		Phone:	
Address:			
City:		State:	Zip:
Contact Person:		Cell Phone:	
Website:			
List on-site activity and any distribution materials:			
OFFICE USE ONLY			
Date Rec'd:		Comments:	
Received By:			

Please check the opportunity you would like to sponsor					
	Presenting Sponsor	\$10,000		Vendor Space at Car and Bike Show	\$100
	Gold Sponsor	\$7,000		Beer Tent Sponsor	\$2,500
	Silver Sponsor	\$5,000		Beer Garden Banner	\$500
	Main Entertainment Sponsor	\$10,000		Business Showcase Sponsor	\$2,000
	Saturday Entertainment Sponsor	\$6,000		Midway Sponsor	\$2,000
	Friday Entertainment Sponsor	\$4,000		Midway Banner	\$300
	Thursday Entertainment Sponsor	\$2,500		Friend of the Festival: Platinum	\$1000
				Friend of the Festival: Gold	\$500
	Children's Area Sponsor	\$4,000		Friend of the Festival: Silver	\$250
	Car and Bike Show Sponsor	\$1,000		Friend of the Festival: Bronze	\$100
	Royalty Sponsor	\$2,000		TOTAL \$	
In Kind Donation:					

Agreement: The City of Reynoldsburg agrees to provide services as outlined in the sponsorship proposal. The undersigned waives and releases all rights and claims that might be held against the City of Reynoldsburg, its duly elected officials and its employees to save and hold harmless the City from losses, damages or injuries. The City is the sole and exclusive owner of all rights, title and interest in and to the Reynoldsburg Tomato Festival name and logo or City of Reynoldsburg logo. No sponsor may use the above stated logos without specific written approval from the City of Reynoldsburg.

Authorized Signature for Sponsor: _____ Date: _____
 Authorized Signature for City: _____ Date: _____

Questions? Contact: Jennifer Clemens, Special Events Coordinator
jclemens@ci.reynoldsburg.oh.us, 614-322-6839

Return to: City of Reynoldsburg ATTN: Events, 7232 East Main Street, Reynoldsburg, OH 43068

Make Checks Payable To: City of Reynoldsburg