

SECRET CITY FESTIVAL
June 20 & 21, 2008
Sponsorship Levels & Benefits



Event Sponsorships - Funding level: \$10,000 each sponsorship

The specific events available for sponsorship are:

- Saturday Night Concert Event
 - Featuring a nationally recognized act
- Friday Night Concert Event
 - Featuring a nationally recognized act
- World War II Reenactment
 - Two reenactments of actual WWII battles, plus living history displays for both days
- Children's Festival
 - FREE activities for children of all ages

Each sponsor in the above category will receive:

- Name on 20,000 rack cards distributed throughout the region to promote the festival
- Name on 20,000 placemats distributed to restaurants throughout Anderson County
- Name in local/regional newspaper ads featuring *sponsored event*
- Name mentioned in all press materials related to the *sponsored event*
- Corporate link from the Secret City Festival web site
- Name displayed on signage at *sponsored event*
- 30 complimentary tickets for either Friday or Saturday night entertainment

Event Sponsorships – Funding level \$5,000

The specific events available for the \$5,000 sponsorship are:

- Shuttle Buses
 - Five buses running continuously during both days of the festival
- Juried Art Show
 - Indoor juried art show with fine crafts and artwork presented by the Oak Ridge Art Center
- Arts & Crafts Show
 - Regional and local crafters offering their creations for sale outside in a big tent
- Antiques & Collectibles Show
 - Many regional and local dealers offering their antiques/collectibles outside under a big tent

Each sponsor in the above category will receive:

- Name on 20,000 placemats distributed to restaurants throughout Anderson County
- Name mentioned in all press materials related to the *sponsored event*
- Corporate link from the Secret City Festival web site
- Name displayed on signage at festival
- 15 complimentary tickets for either Friday or Saturday night entertainment

Event Sponsorships – Funding level \$2500

The specific events available for \$2500 sponsorships are:

- Opening Ceremony
Held on Friday at Noon with reading of City Proclamation, recognition of sponsors
- Pavilion Stage and Entertainment
Friday of daytime entertainment, local and regional, on the Pavilion.
- Pavilion Stage and Entertainment
Saturday of daytime entertainment, local and regional, on the Pavilion
- Bus Stops
Three staffed bus stops with information about Festival

Each sponsor in the above category will receive

- Name linked to all advertisement featuring *sponsored event* including press, radio, TV, and internet
- Corporate link from the Secret City Festival web site
- Name displayed on signage at *sponsored event*
- 8 complimentary tickets for either Friday or Saturday night entertainment

Contributing Sponsor - Funding level: \$1,000

- Name mention in press materials related to the Festival
- Corporate link from the Secret City Festival web site
- Name displayed on signage at Festival
- 2 complimentary tickets for either Friday or Saturday night entertainment

SECRET CITY FESTIVAL 2008
Sponsorship Commitment Form



Yes, _____, would like to sponsor the
(Company name)

Secret City Festival as a _____ sponsor.
(sponsorship level)

(Signature of company representative)

(Date)

Please remember to sign and send:

- Commitment/sponsorship money due March 31, 2008.
- Provide your company logo in reproducible form to the Secret City Festival.
- Provide information to the Secret City Festival about your company and names of key personnel for media releases.
- Checks should be made payable to: Secret City Festival.

Mail to:

Oak Ridge Recreation & Parks Department
Attn: Secret City Festival Coordinator
P.O. Box 1
Oak Ridge, TN 37831-0001