



SUFFOLK PEANUT FEST ONLY HAPPENS BECAUSE OF YOU!

The 2023 Suffolk Peanut Fest was incredibly successful and Suffolk Festivals' staff and volunteers are already working diligently to provide another terrific family-friendly **46th Suffolk Peanut Fest for October 10-13, 2024**. We are excited and energized! Old favorites will return and we are offering fun activities and entertainment for all ages. Without sponsors, there is no Suffolk Peanut Fest.

We appreciate your support and are grateful for your consideration. If you do not see a sponsorship level below that you prefer, please call **Lisa Key** at **757.539.6751** or email **lisa@suffolkfest.org** and a custom sponsorship package will be created for you, your business or organization. We look forward to an exciting 2024 festival and celebrating this fantastic community. *Remember, Suffolk Festivals, Inc. is a non-profit 501C3 and your sponsorship is a tax deductible donation!*

Company/Organization Name: _____

Contact & Title: _____

Mailing Address: _____

Phone: _____

Email: _____

Website: _____

- Please invoice me at the above address.
- My check is made payable to Suffolk Festivals, Inc. is enclosed.
- I prefer to pay with a major credit card.
- I understand that Suffolk Festivals, Inc. is a 501c3 non-profit organization and all monies donated are tax deductible.
- I understand that all monies donated to the Suffolk Peanut Fest (Suffolk Festivals, Inc.) must be received no later than thirty (30) days prior to the event. Any deviations from this Agreement must be agreed upon by both parties and confirmed in writing.

Signature of Authorized Representative

Signature of Festival Representative

Date of Final Signature

46TH ANNUAL



OCTOBER 10-13, 2024

PLEASE CHECK ALL THAT APPLY!

- YES!** I agree to become a Suffolk Peanut Fest Sponsor as described and attached in this agreement.
- YES!** I agree to become a Suffolk Peanut Fest Sponsor as described below.
- YES!** I agree to become a Suffolk Peanut Fest Sponsor and wish to discuss my commitment and alignment.

MY SPONSORSHIP CONTRIBUTION IS:

- Cash Sponsorship \$ _____
- In-Kind Support: Value \$ _____

SPONSOR OPTIONS

- Platinum Sponsor | \$10,000
- Gold Sponsor | \$5,000
- Silver Sponsor | \$2,500
- Bronze Sponsor | \$1,000
- Main Stage | \$7,500 - \$15,000
- Demolition Derby | \$2,500 or \$5,000
- Peanut Fest Parade | \$1,500

BONUS SPONSORSHIP OPPORTUNITIES

- Interior Banner Placement | \$250
- Exterior Banner Placement | \$300
- Exterior Banner Placement | \$500
- Volunteer Recognition (T-shirts) | \$2,500

For More Details, Contact Lisa Key | 757.539.6751 | lisa@suffolkfest.org | SuffolkPeanutFest.com
Mailing Address: Suffolk Festivals, Inc. | P.O. Box 1852, Suffolk, VA 23439



46TH ANNUAL



OCTOBER 10-13, 2024

PLATINUM SPONSOR \$10,000 +

Title Recognition of Specific Event
Television, Radio & Newspaper Recognition Logo
& Link on SuffolkPeanutFest.com
Five (5) Branded Facebook Posts
Five (5) Instagram Story Posts
Logo featured in 10,000 Festival Brochures
On-site banner signage at each entrance
+ other prime location (three (3) 4x8 banners)
Public Announcements
VIP Reserved Parking

Complimentary:

Ten (10) Festival Admission Passes
Ten (10) Shrimp Feast Tickets
Five (5) All-You-Can-Ride Wristbands for Sunday
Ten (10) VIP Reception Passes for Concerts
Two (2) Tickets to the Peanut Fest Queen's Banquet
Other Customized Benefits Available

GOLD SPONSOR \$5,000 +

Title Recognition of Specific Event
Logo & Link on SuffolkPeanutFest.com
Two (2) Branded Facebook Posts
Two (2) Instagram Story Posts
Logo featured in 10,000 Festival Brochures
On-site Signage in Prime Locations
Public Announcements
VIP Reserved Parking

Complimentary:

Five (5) Festival Admission Passes
Five (5) Shrimp Feast Tickets
Five (5) All-You-Can-Ride Wristbands for Sunday
Five (5) VIP Reception Passes for Concerts
Two (2) Tickets to the Peanut Fest Queen's Banquet
Other Customized Benefits Available

SILVER SPONSOR \$2,500 +

Logo & Link on SuffolkPeanutFest.com
Logo featured in 10,000 Festival Brochures
On-site Signage in Prime Locations
Public Announcements

Complimentary:

Five (5) Festival Admission Passes
Two (2) Shrimp Feast Tickets
Two (2) VIP Reception Passes for Concerts
Two (2) Tickets to the Peanut Fest Queen's Banquet
Other Customized Benefits Available

BRONZE SPONSOR \$1,000

Logo & Link on SuffolkPeanutFest.com
Logo featured in 10,000 Festival Brochures
Social Media Promotions
Public Announcements

Complimentary:

Five (5) Festival Admission Passes

MAIN STAGE \$7,500 - \$15,000

Join other major sponsors to receive prime media coverage, both in print and radio announcements, promoting national, local and regional acts. Past performers include Colt Ford, Carly Pearce, Darryl Worley, Tracy Byrd, Joe Nichols, Parmalee, Sawyer Brown, Diamond Rio, Neil McCoy, Aaron Tippin, Craig Morgan, Marshall Tucker Band, The Charlie Daniel's Band and Kellie Pickler.

Radio partners may include 97.3 The Eagle, Real Country 101.7 and others.

Benefits directly correlated to level of sponsorship. See above for various applicable benefits.

DEMOLITION DERBY \$2,500 or \$5,000

Beyond-capacity crowds are thrilled to witness the crash, bang, boom of cars during the annual demolition derby. This event has been a mainstay on Friday night since 1990 and is by far the best attended festival special event. Prize money, trophies and bragging rights are awarded to the finalist. A great place to advertise your company to a very captivated crowd!

Benefits directly correlated to level of sponsorship. See above for various applicable benefits.

PARADE SPONSOR \$1,500

Logo & Link on SuffolkPeanutFest.com
Logo featured in 10,000 Festival Brochures
Social Media Promotions
Public Announcements throughout parade

Complimentary:

Five (5) Reserved Seating at Parade Grandstand
Five (5) Festival Admission Passes

POWER HOUR SPONSOR \$1,000

One Hour of \$5 Admission for All Entering Patrons
Logo & Link on SuffolkPeanutFest.com
Logo featured in 10,000 Festival Brochures
Social Media Promotions
Public Announcements

Complimentary:

Five (5) Festival Admission Passes

SUFFOLK PEANUT FEST AT A GLANCE

FESTIVAL ATTENDANCE 70,000

SuffolkPeanutFest.com

July 1 - Oct. 31, 2021

PAGE VIEWS: 194,431

UNIQUE VISITS: 84,714

Facebook.com/SuffolkPeanutFest

FOLLOWERS: 18,537

78% women | 22% men

Most popular among people ages 25-44, seconded by people 45-64.

MEDIA & ADVERTISING PRINT ADVERTISING

The Virginian Pilot (The Pulse; Bridges)
Suffolk News Herald
The Smithfield Times | Suffolk Living Magazine
Virginia Living Magazine | Western Branch Living
Tidewater News | Tidewater Family
Hampton Roads Happenings/Suffolk Happenings

DIGITAL ADVERTISING

Pilotonline.com | SuffolkNewsHerald.com
Facebook | Instagram
DailyPress.com
Geo-fencing/Geo-targeting Ads

RADIO & TELEVISION

FM99 WNOR | 106.9 THE FOX
93.7 BOB FM | 92.9 THE WAVE
Real Country 101.7 | US 106.1 New Country
13 NEWS NOW | WTKR 3
WAVY TV 10 | Suffolk Municipal Channel 190

DIRECT EMAIL CAMPAIGNS

WTVZ (Targeted 25,000 regional households)
Constant Contact

**+ BANNERS, POSTERS,
FLYERS, BROCHURES, SIGNS, ETC.**