



2017 Corporate Sponsor Opportunities

Caroline Summerfest is a free two-day family festival in downtown Denton. Summerfest has become one of the signature events for Denton and Caroline County and holds a place for many as the end of summer “Hurrah” The event is not only alcohol-free, but is hassle-free for families who want to do something together but not “go broke” in the process.

Summerfest will be celebrating its 29th year on August 18 & 19. Think family reunion, community block party, sun, fun, and FREE! As you relax and de-stress within the small-town magic of historic Denton that is Summerfest.

Summerfest has consistently attracted crowds of 8,000 – 9,500 for the past five years. In 2016 this number increased to 10,500 – 11,500 as people continue to look for high quality events that are affordable and close to home.

Standard features of Summerfest include a street parade, several stages of professional and local entertainment, a variety of professional street performers, an interactive-art workshop area for kids, live demonstrations by local artists, a “Rivah Run” paddling event, fireworks, antique and custom car shows, craft displays and sales, and food & gaming concessions by county civic groups.

WHY SPONSOR?

Event marketing and sponsorships can be extremely effective ways to get your business name, brand and logo out to your target market. If you have a business or sell a product or service that you market to multiple ages and families, Caroline Summerfest may be the perfect vehicle to promote your business.

Corporate sponsorships range from \$250 to \$1,500 (cash and in-kind donations) and include sponsorships of specific stages and performances, events like the parade and fireworks, and activities like community murals and children’s activities.

As a Corporate Sponsor, you benefit in four significant ways:

- **Free publicity** – Your business will be associated with media promotion efforts and receive exclusive on-site festival signage should you wish to direct your contribution to a particular event or artist.
- **Free informational booth** – As a corporate sponsor you may choose to have an on-site information booth to give away product samples or special discounts or coupons or to set up a display to promote your business or service. The booth space reservation is incorporated into the sponsorship investment; however, sponsors are responsible for their booth construction (tents, decorations, worker seating, etc.) and space must be reserved before **June 1, 2017**. *Minimum contribution of \$375 is required for on-site presence with booth display.*
- **Free “good neighbor” association** – The benefits of association with a popular or community-related event are well documented. Consumers love to patronize businesses which support their community, making Caroline Summerfest a win-win when it comes to cost-effective marketing to a built-in target audience.

Please Join Us!

If your business needs to speak directly to families from Annapolis to the Mid-Shore then Caroline Summerfest may be just the marketing opportunity you’ve been looking for. To learn more, please call (410) 479-8120 or visit us online at www.carolinesummerfest.com.