



## 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 29<sup>th</sup> 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](http://www.carolinesummerfest.com).