



THE PHOENIXVILLE JAYCEES FOUNDATION

Dogwood Festival & Parade 2022

Sponsorship Opportunities

Festival: May 18th – 21st, 2022

Parade: May 21st, 1pm

The 79th annual Phoenixville Dogwood Festival and Parade is Phoenixville's oldest tradition. Over 50,000 attend this four-day festival, offering you a unique opportunity to market within our community and support this family-friendly event.

While our standard sponsorship opportunities are outlined below, we welcome you to reach out to us with a budget and the type of marketing you are most interested in, and we will work with you to create something customized.

SPONSORSHIP LEVELS

| Sponsor Benefits | \$250 | \$1000 |
|--|-------|--------|
| Logo inclusion on all print advertisements | X | X |
| Logo inclusion on 11" x 17" window posters | X | X |
| Logo on sponsor list of festival's website | X | X |
| Logo on four sponsor boards located throughout festival site | X | X |
| Live mention from grandstand during festival | | X |
| Logo/ name included in a social media post | | X |
| Option to participate in the Dogwood Parade | | X |
| 10' by 10' booth space all four days of festival | | X |

Checks can be made payable to the "Phoenixville Jaycees Foundation" and mailed to P.O. Box 183, Phoenixville, PA 19460.

Logos can be sent to Ericak@phoenixvillejaycees.org. Please reach out if you would like an invoice or if you would prefer to make an online payment.



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DOGWOOD FESTIVAL & PARADE PRESENTING SPONSOR - \$5000

The Presenting Sponsor enjoys a dominant presence through all festival activities and marketing materials.

Unique Opportunities:

- Branded visibility at festival as Presenting Sponsor
- Prominent logo on four sponsor boards located throughout the festival site
- Live mentions from grandstand nightly during the festival
- Banner with logo displayed at festival and in parade
- Category exclusivity

Print/ Broadcast Media:

- Inclusion in all print and media leading up to the festival as “Presented by...”
- Prominent logo inclusion on 11” x 17” window posters
- Mention in event press release

Digital:

- Logo inclusion on home page of festival website as “Presented by...”
- Logo/ Name inclusion on all social media platforms (Facebook, Instagram) as “Presented by...”

Festival Perks:

- 10’ x 10’ booth space located in heavily trafficked area of festival
- Option to participate in 2022 Dogwood Parade
- 10 festival wristbands for employees