

# 2015 Sponsorship Opportunities



Downtown Blacksburg, Inc. (DBI) is a non-profit (501c6) association of merchants, property owners, and downtown advocates whose mission is to sustain a dynamic, vital, and diverse community through marketing, events, economic development, and leadership.



Saturday, May 2 | 5-10 PM  
Alexander Black House



# HORSESHOES AND HATS A KENTUCKY DERBY CASINO NIGHT

## Event Information

Now in its 3<sup>rd</sup> year Horseshoes & Hats, A Kentucky Derby Casino Night has become a firmly established favorite event in Blacksburg. Participants dress to impress; the Best Hat and Best Dressed Gents Contest encourages guests to display their creativity and style! From the Derby themed decorations to the delicious catered buffet; from viewing the Kentucky Derby on the big screen to trying your luck at the casino tables to hopefully winning one of the splendid raffle prizes; guests enjoy an evening filled with fun!

## Benefits of Sponsorship

Get the maximum exposure for your business at Blacksburg's premier Derby Day celebration.

- Your business is linked from [www.downtownblacksburg.com](http://www.downtownblacksburg.com) which receives more than 62,000 hits per year.
- Enjoy extensive promotions and recognition on our vast social media channels and other online marketing sites including Facebook, Twitter, Instagram, Pinterest and monthly e-newsletters.
- Your business name and logo will be included in press releases, festival programs, posters and more.

	Fee & Availability	Program & PowerPoint listing	Promotion on Social Media	Logo at the table	Link on DBI website	Inclusion in press releases	Logo on print advertising	Free event tickets
Bar Sponsor	\$600 1 Avail	x	x	x	For 6 months	x	x	4 tickets
Craps Table	\$450 4 Avail	x	x	x	For 6 months	x	x	2 tickets
Roulette Table	\$350 4 Avail	x	x	x	For 4 months	x	x	
Texas Hold 'Em	\$300 2/Table	x	x	x	For 4 months	x		
Blackjack Table	\$200 2/Table	x	x	x	For 3 months			
River City Horses	\$100 30 Avail	x	x	x				
Prize Donation	Unlimited	x	x					



Saturday, May 2 | 5-10 PM  
Alexander Black House

## HORSESHOES AND HATS A KENTUCKY DERBY CASINO NIGHT

### Sponsorship Level

<input type="checkbox"/> Bar Sponsor	\$600
<input type="checkbox"/> Craps Table	\$450
<input type="checkbox"/> Roulette Table	\$350
<input type="checkbox"/> Texas Hold 'Em	\$300
<input type="checkbox"/> Blackjack Table	\$200
<input type="checkbox"/> River City Horse Race	\$100



### Sponsorship Form

Company

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Contact

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Phone

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Email

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Mailing Address

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Signature

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- Please submit your logo in .jpeg format to [events@downtownblacksburg.com](mailto:events@downtownblacksburg.com).
- Your application must be received by March 27, 2015. Payment is due in full on April 24, 2015.
- Please make all checks payable to Downtown Blacksburg, Inc. and mail to the address listed below.



# SUMMER SOLSTICE FEST

Saturday, June 20  
1 PM-Midnight



# SUMMER SOLSTICE FEST

## Event Information

The Summer Solstice Festival, now in its seventh year, has exceeded expectations with those eager for summertime fun crowding the downtown area of Main and Lee Streets for a variety of activities for the entire family. Summer Solstice Fest was recently voted as the Best Community Event in the Roanoke Times annual poll, second only to Steppin' Out®. Festivities include: water balloon battles in Water Wars, special children's entertainer, bounce houses and slides, dog parade, wing-eating contest, Downtown Sundown 5K® at twilight, and over 10 hours of free music and entertainment on the main stage.

## Benefits of Sponsorship

Get the maximum exposure for your business at Blacksburg's favorite community celebration of summer!

- Your business is linked from [www.downtownblacksburg.com](http://www.downtownblacksburg.com). Which receives more than 62,000 hits per year.
- Connect and communicate directly with your customers at your booth in a prime location within the festival.
- Enjoy extensive promotions and recognition on our vast social media channels and other online marketing sites.
- Your business name and logo will be included in press releases, festival programs, posters and more.

	Promotion on Social Media	Link on DBI website	Booth in Festival	Display your Banner	Inclusion in press releases	Onstage announcements	Logo on print advertising	Logo in all advertising
Main Stage \$2,000	x	12 months	Location of your choice	Main Stage	x	x	x	x
Water Wars \$1,000	x	8 months	Near Water Wars	Water Wars	x	x		
Children's Activity \$1,000	x	8 months	Near Activity	Near Activity	x	x		
Children's Entertainer \$500	x	4 months	Near Activity	Near Activity	x			
Supporting Sponsor \$200	x	3 months	x	Booth				



# SUMMER SOLSTICE FEST

Saturday, June 20  
1 PM-Midnight

## SUMMER SOLSTICE FEST

### Sponsorship Level

- Main Stage \$2,000
- Water Wars \$1,000
- Children's Activity \$1,000
- Children's Entertainer \$ 500
- Supporting Sponsor \$ 200



### Sponsorship Form

Company

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Contact

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Phone

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Email

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Mailing Address

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Signature

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- Please submit your logo in .jpeg format to [events@downtownblacksburg.com](mailto:events@downtownblacksburg.com).
- Your application must be received by May 1, 2015. Payment is due in full on June 13, 2015.
- Please make all checks payable to Downtown Blacksburg, Inc. and mail to the address listed below.

# ART AT THE MARKET

## Event Information

DBI teams up with Friends of the Farmers Market to host this event where approximately 20-30 area artists display/sell their unique creations, and a sumptuous Breakfast at the Farmers Market satisfies the appetite. This juried event draws regional artists who specialize in painting, ceramics, fiber, glass, stone and other mediums. Market Square Park at the corner of Draper Road and Roanoke Street is filled with Farmers Market regulars, art collectors, and visitors craving local flavor in this quaint setting.



Saturday, July 18 | 9–2 PM  
Media Lawn, Draper Road



## Benefits of Sponsorship

Get the maximum exposure for your business at Blacksburg's premier arts festival.

- Your business is linked from [www.downtownblacksburg.com](http://www.downtownblacksburg.com) which receives more than 62,000 hits per year.
- Connect and communicate directly with attendees at the sponsor booth in the middle of all the action.
- Enjoy extensive promotions and recognition on our vast social media channels and other online marketing sites including Facebook, Twitter, Instagram, Pinterest and monthly e-newsletters.
- Your business will be included in press releases, posters and more.



	Promotion on Social Media	Link on DBI website	Display brochures at Sponsor booth	Display your banner at Sponsor booth	Inclusion in press releases	Logo on print advertising
Event Sponsor \$250	x	For 3 months	x	x	x	x



# ART AT THE MARKET

## Sponsorship Level

Event Sponsor

\$250

Saturday, July 18 | 9 AM–2 PM  
Media Lawn, Draper Road



## Sponsorship Form

Company

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Contact

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Phone

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Email

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Mailing Address

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Signature

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- Please submit your logo in .jpeg format to [events@downtownblacksburg.com](mailto:events@downtownblacksburg.com).
- Your application must be received by June 12, 2015. Payment is due in full on July 10, 2015.
- Please make all checks payable to Downtown Blacksburg, Inc. and mail to the address listed below.



Friday & Saturday  
August 7-8  
10 AM–10 PM

# STEPPIN' OUT

## Event Information

Celebrating its 35<sup>th</sup> year, this annual Blacksburg tradition is visited by over 35,000 people. Featuring top-name local, regional and national bands, more than 200 crafters from all over the country and 50 local businesses, this is the premier festival in the area. Steppin' Out is consistently voted the Best Community Event in the Roanoke Times annual poll and was recognized by Virginia Living magazine in its selection of Best of Virginia.

Steppin' Out® will offer your business a first rate opportunity to promote your message to an extensive audience from the New River Valley and far beyond. Sign up early to be sure to put your business in the forefront of Blacksburg's favorite festival!



## Festival Partner

New this year, DBI is offering a Festival Partner sponsorship that provides the maximum in exposure and benefits. The Partner will receive top billing along with DBI in all festival advertising and promotions. Additional benefits include:

- Promotion on social media, websites, press releases, onstage announcements, festival programs, and all advertising including print, TV and radio when applicable.
- Promote your organization at the festival with a booth in a prime location of your choice.
- Best Seat in the House—A reserved tent near the main stage for your employees and clients to enjoy throughout the festival. \$100 in meal tickets can be redeemed with and delivered by Blacksburg Concierge.





# STEPPIN' OUT



**Steppin' Out**  
music arts & more

BlacksburgSteppinOut.com

## Benefits of Sponsorship

Get the maximum exposure for your business at Blacksburg's oldest, largest and best loved festival.

- Your business is linked from [www.downtownblacksburg.com](http://www.downtownblacksburg.com) AND [blacksburgsteppinout.com](http://blacksburgsteppinout.com). Both sites receive more than **90,000** hits per year.
- Connect and communicate directly with your customers at your booth in a prime location within the festival.
- Enjoy extensive promotions and recognition on our vast social media channels and other online marketing sites.

	Promotion on social media	Link on DBI & Logo and Steppin' Out websites	Booth in Festival	Recognition in Festival Program	Display your Banner	Inclusion in press releases	Onstage announcements	Logo on print advertising	Logo on all advertising	Co-Billing as Festival Partner
Festival Partner \$6,000	x	For 1 Year	Prime location of your choice	Logo on Front Page	On DBI Main Stage Banner	x	All Stages	x	x	x
Main Stage \$4,000	x	For 1 Year	Prime location of your choice	Logo on Front Page	Main Stage	x	Main Stage	x	x	
Acoustic Stage \$2,500	x	For 8 months	Near Acoustic Stage	Logo on Inside Page	Acoustic Stage	x	Acoustic Stage	x		
Community Stage \$2,000	x	For 6 months	Near Community Stage	Logo on Inside Page	Community Stage	x	Community Stage	x		
Children's Area \$1,750	x	For 4 months	In Children's Area	Listing on Inside Page	Children's Area	x				
Supporting Sponsor \$1,500	x	For 3 months	x	Listing on Inside Page						



Friday & Saturday  
 August 7-8  
 10 AM–10 PM



# STEPPIN' OUT

## Sponsorship Level

<input type="checkbox"/>	Festival Partner	\$6,000
<input type="checkbox"/>	Main Stage	\$4,000
<input type="checkbox"/>	Acoustic Stage	\$2,500
<input type="checkbox"/>	Community Stage	\$2,000
<input type="checkbox"/>	Children's Area	\$1,750
<input type="checkbox"/>	Supporting Sponsor	\$1,500



## Sponsorship Form

Company \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Mailing Address \_\_\_\_\_  
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Signature \_\_\_\_\_

- Please submit your logo in .jpeg format to [events@downtownblacksburg.com](mailto:events@downtownblacksburg.com).
- Your application must be received by May 29, 2015. Payment is due in full on July 31, 2015.
- Please make all checks payable to Downtown Blacksburg, Inc. and mail to the address listed below.