

# Golden Days Street Fair

**Saturday, July 23, 2016**  
**Downtown Fairbanks**  
**9:00 a.m. - 5:00 p.m.**

## **SPONSORSHIP PACKAGE** **\$500 - \$5,000**

### **ABOUT THE EVENT:**

Each year, Golden Days commemorates the discovery of gold by Felix Pedro and pays tribute to our rich, golden history during a week-long celebration of community-wide events.

Golden Days is the Chamber's largest fundraiser. It supports Chamber events, programs and business advocacy efforts that help us promote the greater Fairbanks area as a great place for business and community. The true success of an event of this magnitude depends on the generous support of businesses to ensure that Golden Days remains one of Fairbanks premier summer attractions as it has for the past 60 years.

The annual street fair provides vendors the opportunity to promote their goods and services, on-stage entertainment from some of Fairbanks' most talented music and dance groups, activities for the kids, including a bounce houses, a petting zoo and pony rides. The street fair is fun for all ages!

All street fair sponsors are well-recognized and are featured in all publications promoting the event including, but not limited to: radio, television, and newspaper advertisements, posters, flyers, schedule of events, and the Chamber's website/eNewsletters.

Please refer to the following page for detailed benefits of the various sponsor opportunities.



**FOR SPONSORSHIP INFORMATION, PLEASE CONTACT:**  
Elena Sudduth, Marketing & Communications Coordinator  
Phone: (907) 374-6703  
Email: [elena@fairbankschamber.org](mailto:elena@fairbankschamber.org)



**Please select the level you would like to sponsor and contact Elena Sudduth, Marketing & Communications Coordinator at: (907) 374-6703 or [elena@fairbankschamber.org](mailto:elena@fairbankschamber.org).**

All levels of sponsorship feature: name or logo on all electronic and printed marketing materials, including but not limited to Chamber's website, electronic newsletter, and social media.

#### **PRESENTING SPONSOR: \$5,000 (1 AVAILABLE)**

- ∞ Presenting sponsorship recognition on the following:
  - online registration form
  - all banners, posters and schedule of events
  - all media commercials, print and online advertising
  - Golden Days rack card of major events
- ∞ Presenting sponsorship recognition in all media interviews
- ∞ Presenting sponsorship recognition on the official Golden Days website
- ∞ Logo on Golden Days promotional materials displayed throughout Fairbanks and North Pole
- ∞ Free 10' x 10' booth at the Golden Days Street Fair
- ∞ Free float entry in the Golden Days Grande Parade
- ∞ Sponsorship cited on public calendars
- ∞ Two tickets to the business luncheon on July 12 (Duck Race early bird drawing) with sponsorship recognition
- ∞ Sponsor recognition on official street fair map
- ∞ Recognition during parade commentary
- ∞ Regular Facebook posts promoting the street fair
- ∞ Presenting sponsor posters displayed throughout the event
- ∞ *Sponsor has the opportunity to further activate their sponsorship by providing additional branding materials to be displayed throughout the event*

#### **STAGE SPONSOR: \$1,500 (1 AVAILABLE)**

- ∞ Sponsor recognition at the entertainment stage, on poster boards displayed throughout the event, in media interviews, on all banners, posters and schedule of events
- ∞ Sponsor recognition on official street fair map
- ∞ Sponsor recognition on official Golden Days website
- ∞ Regular Facebook posts promoting the street fair

#### **ACTIVITY SPONSOR - PETTING ZOO & PONY RIDES: \$500 (2 AVAILABLE)**

- ∞ Sponsor recognition at Petting Zoo & Pony Rides designated areas, on poster boards displayed throughout the event and on the official Golden Days website
- ∞ Sponsor recognition on official "Street Fair Map"

*The opportunity to sponsor the Street Fair is reserved for Fairbanks Chamber members. Sponsorship will not be official until signed sponsorship agreement is received.*

# **Annual Golden Days Street Fair**