



# BARRE HERITAGE FESTIVAL AND HOMECOMING DAYS

BARREHERITAGEFESTIVAL.ORG  
JULY 25 - JULY 29, 2012

PRESENTED BY:

the  
**BARRE**  
PARTNERSHIP



THE **REMIX**



Last year, the Barre Heritage Festival and Homecoming Days was a **huge success** thanks to our supporters, sponsors, volunteers and the Barre community. We welcomed approximately 20,000 people into our downtown for a weekend of music, food, and entertainment.

There is a lot of excitement and forward-thinking happening in Barre right now, including the Main Street Reconstruction and City Place. Our annual festival is the perfect time to showcase the best of Barre. We have a lot to celebrate – our heritage, our businesses, merchants, retailers, local non-profits, service groups, and the great sense of community that brings us all together

**This year's festival theme is "The Remix!"** – because Barre is really mixing it up this year. This year's festival will remind our neighbors and customers that Barre is open for business, even during the big dig. (To learn more about the reconstruction, please visit [www.WeDigBarre.com](http://www.WeDigBarre.com))



There are some incredibly exciting features this year that you will enjoy – amazing bands (including Native Tongue and Starline Rhythm Boys), an epic parade (yes, even with the construction!), fireworks, as well as exhibits and workshops to highlight our diverse ethnic heritage and granite background, and a special **free performance by The Logger!**



**The festival relies heavily on support from individuals and businesses like yours.** On behalf of the Barre Heritage Festival and Homecoming Days committee, I encourage you to support this monumental event and all it has to offer our great city. Please review the enclosed listing of available sponsorship packages. I think you will find that supporting this year's event presents many **unique opportunities for your business.**

I would like to thank you for your interest in this year's Barre Heritage Festival and Homecoming Days.

With your help, this year will be another huge success! Whether your contribution is large or small, your support is greatly needed and appreciated. Please do not hesitate to contact me with any questions, comments, or concerns.

Sincerely,

Mollie Brault-Binaghi  
Director, Barre Heritage Festival & Homecoming Days

Please send your contributions to:  
Barre Heritage Festival  
c/o Copy World  
59 N. Main St, Suite 110  
Barre, VT 05641

OR DONATE ONLINE: [BarreHeritageFestival.org](http://BarreHeritageFestival.org)



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## SPONSORSHIP OPPORTUNITIES

The Barre Heritage Festival and Homecoming Days is a five day celebration of community, culture, history and the arts. This year's festival will be comprised of music, comedy, entertainment, exhibits, food, vendors, workshops, and community interaction. We will be showing off the best of Barre as well as celebrating our heritage and our future. **For community-minded businesses, festival sponsorship offers a wide scope of marketing exposure.**

### FRIENDS OF THE FESTIVAL

Donations of any amount are greatly appreciated! **In appreciation for your sponsorship, you will receive:**

- Text mention in the 2012 Barre Heritage Festival Program Guide
- Text listing on Barre Partnership Facebook page
- Friends of the Festival sponsor placement on [www.BarreHeritageFestival.org](http://www.BarreHeritageFestival.org) with link to your web site

### BRONZE SPONSOR = \$250

**In appreciation for your sponsorship, you will receive the friends of the festival perks plus:**

- Logo placement in the 2012 Barre Heritage Festival Program Guide
- Logo on Barre Partnership Facebook page with link to your web site and/or Facebook page
- Bronze sponsor placement on [www.BarreHeritageFestival.org](http://www.BarreHeritageFestival.org) with link to your web site

### SILVER SPONSOR = \$500

**In appreciation for your sponsorship, you will receive the bronze perks plus:**

- Business-card sized color ad in the 2012 Program Guide (Color Ad size = ~4" x 2") *ad design included*
- Silver sponsor placement on [www.BarreHeritageFestival.org](http://www.BarreHeritageFestival.org) with your logo and link to your web site.

### GOLD SPONSOR = \$1,000

**In appreciation for your sponsorship, you will receive the silver perks plus:**

- Logo placement on all print collateral, posters, programs, press releases, banners and advertisements
- Quarter page color ad in the 2012 Program Guide (Color Ad size = ~4" x 5.25") *ad design included*
- Gold sponsor placement on [www.BarreHeritageFestival.org](http://www.BarreHeritageFestival.org) with your logo, contact information and link to your web site
- Logo on entertainment schedule banners

### FIREWORKS SPONSOR = \$3,000 - # of sponsorships needed = 3 (industry exclusive sponsorship level)



The fireworks show is one of the most expensive elements of the Barre Heritage Festival. Last year's unique display was a huge crowd pleaser. Make everyone's dream come true by being a fireworks sponsor.

**In appreciation for your sponsorship, you will receive the gold perks plus:**

- Logo placement on all print collateral, posters, programs, press releases, banners and advertisements at every mention of "Fireworks"
- Verbal mentions on radio PSAs, commercials, interviews
- Fireworks sponsor placement on [www.BarreHeritageFestival.org](http://www.BarreHeritageFestival.org)
- Vendor booth space for Friday, Saturday and Sunday
- **Bragging rights for bringing back the fireworks**

**WILD CARD SPONSOR** - Have an idea you don't see here? We can customize your sponsorship package. Let us help make your sponsorship a marketing opportunity for your business! We have lots of activities, attractions and workshops that need exclusive sponsors such as the Festival Car Show, the Kids Zone, the parade, musicians, entertainers and more.

(Over)



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## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR = \$10,000

*# of sponsorships available = 1 (Industry exclusive sponsorship level, maximum exposure)*

The presenting sponsor will receive top-billing and be included on all marketing collateral and advertisements, including radio, newspaper, TV, printed programs, vendor letters, etc. This sponsorship package will be customized to fit your individual business needs to become your ultimate marketing tool.

#### **In appreciation for your sponsorship, you will receive:**

- Presented by acknowledgement: "The Barre Heritage Festival and Homecoming Days, presented by The Barre Partnership and *(Your Company Here)*"
- Premium logo placement on **all** print collateral, bulk mailings, posters, programs, press releases, planning guides, presentations, various types of advertisements, giveaways, etc
- Verbal mentions on radio PSAs, commercials, and interviews
- Premium inside cover color ad in the 2012 Program Guide (Color Ad size = ~8" x ~10.5") *ad design included*
- Logo on Barre Partnership Facebook page with links to your web site and Facebook page
- Weekly mentions on Facebook and Twitter
- Prominent sponsor placement in header and footer at [www.BarreHeritageFestival.org](http://www.BarreHeritageFestival.org) with your logo, contact information and link to your web site and Facebook page
- Sponsor featured story on [www.BarreHeritageFestival.org](http://www.BarreHeritageFestival.org)
- Prominent logo placement on all e-newsletters from now until the festival
- Logo visibility at festival, including banners hung at the main stage and other key areas
- Logo on all water bottles given to parade participants and stage entertainers
- Vendor booth space at the park for Friday, Saturday, and Sunday
- Featured parade float entry
- An deep sense of pride for supporting your community



### STAGE SPONSOR = \$5,000

*# of sponsorships available = 2 (industry exclusive sponsorship level)*

The highlight of the Heritage Festival is the entertainment on the main stage in City Hall Park. Last year, we took it up a notch adding a second stage in Depot Square. This year's performers will include a variety of genres, including popular acts and ethnic music. We are working with a professional booking agent with Vermont Live Music to ensure a fresh variety of music and performances from bands all over the state and region. The Heritage Festival Fiddling Contest will return for its second year. We have already booked by popular demand Native Tongue, Starline Rhythm Boys and Tim Brick. Additional bookings are in the works, but it is only possible with your support!

With nearly 20 performers, this year's diverse concert line up is sure to please music enthusiasts of all ages.

#### **In appreciation for your sponsorship, you will receive the gold perks plus:**

- Verbal mentions on radio PSAs, commercials, and interviews
- Half page color ad in the 2012 Program Guide (Color Ad size = ~8" x 5.25") *ad design included*
- Frequent mentions on Facebook and Twitter
- Stage sponsor placement on [www.BarreHeritageFestival.org](http://www.BarreHeritageFestival.org)
- Logo placement on all e-newsletters from now until the festival
- Banner placement at stage
- Vendor booth space for Friday, Saturday and Sunday





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## FESTIVAL MARKETING & MEDIA COVERAGE

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**ESTIMATED ATTENDANCE: 20,000 +**

### TV

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- 45-60 TV Commercials: 60 second commercials on ABC22/Fox44. Reaches 97% of market, including all of Vermont, and 2 counties in NH & 2 counties in NY
- CVTV - Reaches 18,000 homes - Ad cycles through community bulletin which runs 24/7
- CVTV - Live broadcast of parade

### RADIO

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- 200+ radio spots on 107.1 Frank FM, Froggy 100.9 and WSNO
- Live Remote Broadcasts on 107.1 Frank FM and Froggy 100.9 day of event
- 10 days of radio spots on WDEV
- 10 days of radio spots on MP103

### NEWSPAPER

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- Featured in The World's 101 Ways to Have Fun This Summer guide. Distribution of 22,000
- Front cover of The World the week of the festival. Distribution ~21,000
- Festival schedule published in full the week of the festival in The World.
- Eight weekly columns in The World (June to July)
- Festival schedule published in full three times the week of the festival in The Times Argus
- Advertisements in 10 other community papers throughout Vermont
- Featured article in Vermont Business Magazine's Central Vermont Profile
- Community Calendars throughout Vermont

### WEB & SOCIAL

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- Web site: [www.barreheritagefestival.org](http://www.barreheritagefestival.org) - sponsorship ads, logo placements & links
- Facebook & Twitter: Networking & updates, sponsor plugs, events; qr-codes; facebook ads

### PROGRAM GUIDE

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- Full size color program book, including advertisements, event map, event schedule and event descriptions.
- Distribution 5,000+ (before and during festival)

### OTHER

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- 5,000 flyers distributed on pizza boxes
- 2,500 flyers distributed at Thunder Road on Thursday, July 26, 2012 (sponsored by We Dig Barre)
- 500 flyers distributed at Central Vermont Roller Derby on Saturday, July 21, 2012.
- 10,000 Postcard handouts distributed (June to July)
- 500 Posters distributed throughout Vermont
- 150-200 Lawn Signs "Barre Heritage Festival This Weekend" - statewide distribution



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## 2012 SPONSOR PLEDGE

*Yes! I want to contribute to the success of the 2012 Barre Heritage Festival & Homecoming Days. Please sign me up for this sponsorship level:*

Friend of the Festival: Amount \$ \_\_\_\_\_

Bronze Sponsor = \$250 +

Silver Sponsor = \$500 +

Gold Sponsor = \$1,000 +

Fireworks Sponsor = \$3,000 +

Main Stage Sponsor = \$5,000 +

Presenting Sponsor = \$10,000 +

Wild Card Sponsor: \_\_\_\_\_

Mail to: Barre Heritage Festival  
C/O Copy World, 59 N. Main St,  
Suite 110, Barre VT 05641

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEB SITE: \_\_\_\_\_

FACEBOOK PAGE: \_\_\_\_\_

Enclosed is my sponsorship payment of \$ \_\_\_\_\_

Please bill me for my sponsorship \$ \_\_\_\_\_