



IRMO OKRA STRUT FESTIVAL

2010 Sponsorship Opportunities

EVENTS AND THEME AREAS

FRIDAY NIGHT FESTIVITIES \$6,000

Your business or organization's name will be printed on a banner, which will be prominently displayed at the staging area. This popular event may be co-sponsored by media partners.

SATURDAY FESTIVAL SHOWCASE \$2,000

As Saturday's most prominent sponsor, your banner will hang high above the main stage and your complimentary exhibit space will be located on "Okra Boulevard" for premium visibility.

OKRA STRUT PARADE \$4,000

Title sponsorship of this ever-popular event includes your banner leading the 100+ units along the spectator-lined streets to the festival site. More than 2,500 kids and adults are IN the parade!

OKRYLAND THEME AREA \$2,000

This "fun for all ages" theme area features kid's entertainment, exhibits, face painting, clowns, amusements and many other family oriented attractions.

OKRYLAND STAGE \$1,900

Your company name will be printed on a banner prominently displayed at the staging area.

ARTS & CRAFTS SHOWCASE \$1,200

Saturday festivities feature nearly 75 artists & craftsmen from across the US in this quality show.

OKRA EATING CONTEST \$1,000

Law enforcement officers will compete in this event at the Friday Night Street Dance and on Saturday, the kids will have their turn. Your company name will be prominently displayed.

FESTIVAL SERVICES & PROJECTS

SHUTTLE SYSTEM \$2,500 *this service may have multiple sponsors*

The Okra Strut Shuttle system is free-of-charge to festival-goers. Your logo will be displayed at the stops and on the shuttles that travel along St. Andrews Rd. Friday night and all day Saturday.

FESTIVAL TICKET SYSTEM \$1,800

Festival tickets and all ticket centers will display your company name & logo. Very high exposure!

THE GREAT OKRA GIVEAWAY \$1,800

Sponsor one of the most popular special events at the Okra Strut. Great promotion with company logo appearing on all coupons that run in display ads and on-site distribution. Great value!

VOLUNTEER SERVICES \$2,000

Sponsor one of our most valuable assets – our volunteers! Festival staff and volunteers wear festival-provided t-shirts with your company logo printed on the back.

PRODUCT PROMOTION & SAMPLING EXHIBIT \$1,000

Introduce your product or service through high-traffic exposure at the festival site on Friday and Saturday. Space size, equipment, and location will be negotiated.

PARK BENCHES \$400 (or \$750 for exclusive sponsorship)

Your name will appear on four of the eight benches located throughout the festival site for guests.

MARKET SEATING \$500

Your name will appear on table tents and signage throughout the high-traffic market seating area.

A festival representative will contact you regarding special events, theme areas, festival projects and services. Event and theme sponsors are chosen as the requests are received but new events may be created to accommodate your sponsor needs.



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irmookrastrut.com

SPONSORSHIP BENEFITS

Numerous sponsorship opportunities are available for your business or organization including the sponsorship of unique attractions, theme areas, special events and festival services, which can all be tailored to your specific marketing goals. Name recognition from **banners, signage, unique promotional materials**, and visually on our **Friday night video screens** makes this highly beneficial to any business seeking community-wide exposure. See the benefits of sponsorship below.

THE GOLDEN POD Presenting Level Sponsor a minimum of \$5,000 in sponsorship

- You will be the official sponsor of an entertainment stage, special event, service, project or theme area at the festival with complimenting signs, banners, and logo recognition on the Friday night video screens.
- The Okra Strut Commission and the Irmo Chamber of Commerce will host a luncheon, held in your honor. You and a guest will be recognized at the luncheon.
- You will be provided a complimentary exhibit space in a premium, high-traffic location.
- Your company name or logo will appear prominently on the official Okra Strut website www.irmookrastrut.com
- Your company name or logo will appear prominently in all newspaper advertising, press releases, and fliers.
- Your company name or logo will appear prominently in the Official Festival Guide that will be distributed before and during the festival.

THE PREMIUM POD a minimum of \$3,000 in sponsorship

- You will be the official sponsor of an entertainment stage, special event, service, project or theme area at the festival with complimenting signs, banners, and logo recognition on the Friday night video screens.
- Your company name or logo will appear on the official Okra Strut website www.irmookrastrut.com
- Your company name or logo will appear by sponsorship level in all newspaper advertising, press releases, and fliers.
- Your company name or logo will appear in the Official Festival Guide that will be distributed before and during the festival.

OKRA MAN'S FAVORITE a minimum of \$1,000 in sponsorship

- You will be an official sponsor of a special project or a sponsoring exhibitor for product sampling or exhibition. Both include applicable signage and logo recognition on the Friday night video screens.
- Your company name or logo will appear on the official Okra Strut website www.irmookrastrut.com
- Your company name or logo will appear by sponsorship level in all press releases and fliers.
- Your company name or logo will appear by sponsorship level in the Official Festival Guide that will be distributed before and during the festival.

FRIED OKRA a minimum of \$500 in sponsorship

- Your company name or logo will appear by sponsorship level in all press releases and fliers.
- Your company name or logo will appear by sponsorship level in the Okra Strut program that will be distributed before and during the festival.

FRIENDS OF THE FESTIVAL patrons program \$500 and less

- We appreciate all sponsorship donations! Your name will be listed as a *Friends of the Festival* in the Okra Strut program as well as recognition on the Friday night video screens.

Thank you for becoming an Okra Strut Sponsor!