

For our 6<sup>th</sup> Annual, we're going 'Wild'



Office use: Date rec'd: \_\_\_\_  
Invoiced: \_\_\_\_  
Payment rec'd: \_\_\_\_

## 2022 Sponsor and In-kind Donation Information & Application

Saturday, August 13, 2022

9:00 am to 3:00 pm

Henry Pennell Complex, 24 Main Street, Gray

In August, our Festival is 'Celebrating Community & Culture' by: promoting local businesses, community & school groups, and the Town of Gray; building private-public partnerships; creating childhood memories for kids of all ages; and offering educational opportunities via digital media and day of event, e.g. promoting 'all things' wild Maine blueberries.

Thanks to generous support by local businesses, the Festival has also become an opportunity for Gray & G-NG community and school groups to fun'raise. **Over the past 5 years, \$20,000+ was raised at the Festival by G-NG groups.**

Attendance at our family-friendly festival is growing each year, drawing new guests as well as returning festival goers - Maine residents & staycationers, summer campers, out of state visitors, and our vendors & volunteers - which includes your current and/or potential customers and employees. Where are they from? A lot of our contest participants are from Gray-New Gloucester, and many more attendees have been to our Festival before. In July and August, key event posts reach 3,000+ Facebook viewers ~ Gray 22%, NG 9%, Windham 5%, Portland 4%, Lewiston/Raymond/Auburn each 3%, plus 33 other neighboring towns – which helps put the town of Gray on their radar!

Your company's financial support makes this memorable day in Gray possible - filled with food, live music, arts & crafts, contests, activities, live animals, and interactive booths. In 2019 and 2021, our sources of income include: Sponsors 54%-62%, Booth fees 23%, Day of event sales 10-15%, and Town of Gray 5-8% plus various In-kind support.

### **Big marketing changes for 2022, translates to your company's financial support is more important than ever!**

- Rebranding this annual event as the **Gray Wild Blueberry Festival** with a new logo in the works.
- Adding pre- and post-event promotion with **video clips to both Facebook and Instagram.\***
- Improving SEO and event interface experience by partnering with UME's 'New Media' for a **Festival website**.
- Applying for a **Maine Community Grant** to increase our digital & print marketing efforts to reach even more folks.
- Offering even more **wild Maine blueberries** and yummy baked pies at the Festival.

### **SPONSORSHIP OPPORTUNITIES AND BENEFITS:**

For \$1,000 to \$300 level Sponsorships, your **company logo** will be on our: 'Save the Date' mini poster (later this spring), poster (this summer), day of event signage & program, and on our Facebook Page; **company's Facebook Page 'Liked'** by the Festival's Page; and **complimentary booth space** on the blacktop.

#### **\$1,000+ PRESENTING SPONSOR** also includes:

- **video clips\*** of your company on our Facebook and Instagram pages
- **company logo** featured on our paid ads and the new website later this summer
- **4 ¾" x 3"** ad or announcement in the printed program
- **thanking your company** in our Festival's email signature line

*Your sponsorship will cover Festival expenses, e.g. tent-table-chair rental, or portion of live music & professional sound system.*

#### **\$500+ MAJOR SPONSOR** also includes:

- **short video clips\*** of your company on our FB page (new for 2022)
- **company logo** featured on our new website later this summer
- **4 ¾" x 1 ½"** ad or announcement in the printed program

*Your sponsorship will cover Festival expenses, e.g. caricature artist, wagon rides, new lawn signs, or day of event program.*

\* This spring, we'll be creating and accepting (short) video clips to post on our event's Facebook and Instagram pages.



## 2022 Sponsor and In-kind Donation Information & Application

**\$300+ SUPPORTING SPONSOR** also includes:

- short video clip\* of your company on our FB page (new for 2022)
- 4 3/4" x 1 1/2" ad or announcement in the program

Your sponsorship will cover Festival expenses, e.g. portable restrooms, a wood carver, or printed programs.

**\$100+ CREATIVE SPONSOR** includes:

- Company/individual listed in day of event program
- half-price off your booth space

Your sponsorship will cover Festival expenses, e.g. a Master Bee Keeper, pints of Maine blueberries, or new lawn games.

Since we go to print starting in May with some of our promotional materials, we ask that you **complete this Page 2 of the Sponsor Application by April 30, 2022** and mail-in with your payment as soon as possible. Or, you can email us the form at [blueberryfestival@graymaine.org](mailto:blueberryfestival@graymaine.org) and we can invoice your company.

<b>Company Name:</b>	<b>Contact Name:</b>
<b>Mailing Address:</b>	<b>Title:</b>
<b>Signature:</b>	<b>Phone #:</b>
	<b>Work Email:</b>
<b>We will sponsor the Festival for \$ _____</b> <b>or give an In-kind donation of _____</b> <b>to help cover the cost for:</b> Payment included. ____ Please invoice us. ____	1) Have booth for our company on the blacktop ____.* 2) Recruit employee volunteers to help day of ____. 3) Donate a gift certificate/prize for contest drawings ____. 4) Place an ad in the Program Booklet ____. 5) Please contact us on how we can be part of the new "video clips" _____.

\* We'll email you a **2022 Booth Information & Application**.

Make check payable to "Town of Gray"; with "Wild Blueberry Festival Sponsor" in the memo section and a signed copy of this **Page 2**. Mail to: **Town of Gray, Attn: Gray Wild Blueberry Festival, 24 Main Street, Gray, ME 04039.**

**For our 2022 Presenting, Major, and Supporting Sponsors:**

- We look forward to working with you on **creating your video clip(s)**.  
**Who should we contact?** \_\_\_\_\_ Their work email \_\_\_\_\_
- For the best clarity on a variety of marketing pieces, we'll need a **vector logo**. **Please send us a new logo every year.**
- Send us your **(new) program ad or announcement by July 1<sup>st</sup>.**

**Thank you for supporting Gray's biggest & best summer festival!**

**Here is just one of many testimonials since this event began back in 2016:**

"Thank you for such a positive experience...the volunteers were super helpful, the atmosphere was fun all day long, and the weather holding out was icing on the cake. I look forward to participating again next year."

- For now, visit <http://graymaine.org/blueberry-festival-committee>; the RL for our website will be ready early this summer!
- Follow, Like, and/or Share our event Page & Posts [www.facebook.com/GrayWildBlueberryFestival/](https://www.facebook.com/GrayWildBlueberryFestival/)
  - Contact us at [BlueberryFestival@Graymaine.org](mailto:BlueberryFestival@Graymaine.org) if you have any questions, suggestions, or feedback.