



CROZET ARTS & CRAFTS

Festival Sponsorship




CROZET
ARTS & CRAFTS
FESTIVAL



As a resident, business owner and/or employee in Albemarle County and beyond you are aware of the development boom that has affected our community, Crozet, Virginia.

Since 1958, the twenty-two acre Claudius Crozet Park (“Crozet Park”) has been a center piece of the community. Crozet Park is a nonprofit recreational facility open to all. We pride ourselves in providing a safe, clean place for families and children to gather for various activities and sporting events. Some of those activities include the largest outdoor community pool in the area, soccer and baseball fields, picnic pavilions, playgrounds, and community building. The various annual events include the Crozet Volunteer Fireman’s annual fund-raiser and fireworks around the fourth of July and the Crozet Arts and Crafts Festivals.

The development boom, while positive in many ways, has put and will continue to apply pressure on Crozet Park and its ability to meet the growing demands for increased and diverse activities. The Crozet Park’s Long-range Planning Committee is actively working to determine current and future needs of our rapidly growing park community. As demands are identified, the Park Board of Directors will work to implement recommended changes, based on available funding

The Crozet Arts and Crafts Festivals serve as the primary funding source for the year round operations and maintenance of Crozet Park. Based on the vast growth, the Crozet Arts and Crafts Festivals can no longer do it alone. As we enter our twenty-eighth year, the Park Board of directors



invites you to consider partnering with a local tradition. There are two annual weekend festivals, Mother's Day weekend and the second weekend in October.

Thousands of festival attendees travel from all over Virginia and our contiguous states to meet and purchase goods from some of the best artists the state and country have to offer. We are the premiere juried arts and crafts festival of central Virginia.

Community sponsorship is vital to the success of the festivals and the growth and maintenance of Crozet Park. The success of these two annual events brings continued enthusiasm to Crozet Park, supports the parks center piece of our community and puts your company and its sponsorship on display. Partnering with Crozet Arts and Crafts Festivals is a good decision, for your business, your community and your family.

For more information or questions, please contact the festival office. We are prepared to design a mutually beneficial sponsorship.

*A good decision for your business, your community
and your family.*

FESTIVAL SPONSOR

\$5,000

Limited to one organization.

- n Exclusive sponsorship of the Crozet Arts & Crafts Festival, central VA's premiere juried arts & crafts festival
- n Your festival sponsorship applauded throughout festival weekend
- n Your logo and sponsorship recognized in event advertising and publications, articles, radio and TV etc
- n Full color, 2/3 page on back cover of festival brochure. This brochure is given to each attendee of the event at no charge
- n Your banner (provided by you) displayed at the event entrance and information tent
- n An editorial feature in the festival brochure citing your sponsorship
- n Your logo/name featured on the grounds map center spread of the festival brochure and information tent map
- n Your sponsorship cited in all advance press releases in the event
- n Your logo and sponsorship cited on the Crozet Arts & Crafts Festival website
- n 6 Invitations to our private exhibitor/park board reception on Saturday evening of festival weekend
- n 12 Festival Day Packs (each Day Pack contains admission pass, t-shirt, lunch ticket)



FESTIVAL CO-SPONSORS

\$2,500

Limited to two non-competing organizations.

- n Your logo/name featured on the grounds map center spread of the festival brochure and information tent map
- n A half page ad on the inside front cover of the festival gate catalog
- n An editorial feature in the festival brochure citing your co-sponsorship
- n Your banner (provided by you) displayed at the event entrance
- n Your logo and sponsorship cited on the Crozet Arts & Crafts Festival website
- n 4 Invitations to our private exhibitor/park board reception on Saturday evening of festival weekend
- n 8 Festival Day Packs (each Day Pack contains admission pass, t-shirt, lunch ticket)

FESTIVAL TICKET SPONSORS

\$1,500

Limited to two non-competing organizations.

- n Your logo printed admission passes
- n Your logo and sponsorship featured on Crozet Arts & Crafts Festival website
- n ½ page black and white ad in the festival brochure
- n 4 Festival Fun Packs (Each Fun Pack contains a t-shirt and admission passes)



Please send completed Letter of Agreement or sponsorship questions to:

Tracey Pugh, Festival Director

P.O. Box 444, Crozet, Virginia 22932

Phone: 434-823-2211office or 434-953-7930 cell

e-mail: crozetarts@earthlink.net



FESTIVAL AREA SPONSORS

\$ 1000

Children's Area, Food Court, Picnic Area, Wine Tasting

- n A named area within the festival grounds
- n A 10x10 booth in designated area to display your business (you provide tent, tables and all necessary materials)
- n Your logo/name featured on the grounds map center spread of the festival brochure and information tent map
- n Your logo and sponsorship featured on Crozet Arts & Crafts Festival website
- n 1/2 page black and white ad in the festival brochure
- n 6 gate admission passes

FESTIVAL MEDIA SPONSORS

\$500

- n Your logo and sponsorship featured on Crozet Arts & Crafts Festival website
- n An editorial feature in the festival brochure citing your sponsorship
- n 2 gate admission passes
- n 1/4 page black and white ad in festival brochure

Letter of Agreement

2012 Crozet Arts & Crafts Festival Sponsorship

I would like to be a sponsor of the Crozet Arts & Crafts Festivals 2012. I understand that I will receive the benefits as set forth on the exhibit as stated on previous pages or as otherwise agreed. I further understand that sponsorship benefits will not be provided and this agreement will not be binding until a CA&C representative executes this agreement.

Initial here: _____

Please select an event (Choose as many as apply):

- SPRING 2012 FALL 2012

Please select a category (Choose as many as apply):

- Festival Sponsor \$5,000 (Limited to one organization.)
- Festival Co-Sponsors \$2,500 (Limited to two non-competing organizations.)
- Festival Ticket Sponsor \$1,500 (Limited to two non-competing organizations.)
- Festival Entertainment Sponsors \$1,500 (x2) or \$3,000 (Limited to two non-competing or one organization.)
- Festival Area Sponsor \$1000 (Food Court, Children's Area, Picnic Area, Wine Tasting Area) Please specify area: _____
- Festival Media Sponsor \$500

In return for receiving benefits listed, I agree to contribute \$ _____ in cash and/or \$ _____ in services approved by CA&C. Services or materials to be provided are: _____

Sponsor Name: _____ Title _____

Company _____ Phone _____

Address: _____ e-mail _____

City _____ State _____ Zip _____

Signature _____

(Complete and send 2 copies.)

CA&C Accepted by: _____

**Payment Terms for Cash Sponsorships:
Spring due by March 1 / Fall due by August 1**

