



50 Hartwood Church Road, Fredericksburg VA, 22406  
[hartwooddays@crew1717.org](mailto:hartwooddays@crew1717.org) 540-752-4671 <http://www.hartwooddays.org>  
*The Biggest "Little" Festival in Northern Virginia!*

15 Feb 2012,

Sir, Ma'am,

**The 13<sup>th</sup> Annual Hartwood Days Community and Youth Fair** will be held on the Hartwood Festival Grounds on Hartwood Road on the weekend of the 8<sup>th</sup> of September 2012. Venturing Crew 1717, an organization within the Boy Scouts of America, heads the Festival Committee, which is organizing, managing and executing this event, and we would like for **your** organization to assist as a **SPONSOR** of the event this year. This festival is open to **everyone** . . . the Greater Fredericksburg community, Northern Va., the whole east coast! Youth of **all** ages, from 1 to 99, are the focus of this event which will afford Families and Youth an opportunity to try new things, learn something, and have FUN as well as afford Scouts the opportunity to complete work toward badges, pins, and achievements.

As is tradition, this is a **FREE EVENT** which is run totally by volunteers. There is **no Admission fee** or required donation for attendees. We hope to draw boys, girls, and their families from Northern Virginia, and all over! This is a GREAT opportunity to get your business or organization out in front in the public eye. Hartwood Days is similar to a fair during which there are activities, exhibits, games, music, and booths, and we hope YOUR organization can help us offer this event.

In its 13<sup>th</sup> year, the festival has grown in popularity and attendance. But with success comes challenges, and last year's successful Festival brought with it several issues, which prompt us to contact your company. There are several ways your organization could assist us:

- a combination of a general sponsorship and On-Site presence, for your marketing or program purposes
- a combination of a targeted sponsorship, and On-Site presence, for your marketing or program purposes
- either a General or targeted sponsorship to assist in providing festival needs, with no on-site presence

Standard General Sponsorship levels are listed on our website, and can be seen on the included document, but we do have several needs, and opportunities for 'targeted' sponsorships:



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Special Needs include:

1. **Parking**– As the event has grown, we find that there is now not enough parking in the immediate vicinity of the event. We are working to find transportation companies to partner with us in providing a shuttle service to the event from outlying parking lots. Your assistance could be as a Sponsor in the form of underwriting the cost of a shuttle, or as a Partner in providing a shuttle for the parking areas.
2. **Marketing** – We would ask that **all** of our sponsors assist us with “in house” advertising – spreading the word of the event through any existing networks you may have, like Large electronic signs in front of businesses, company websites & social media pages, blogs, and publications you have (employee publications, shareholder notification methods, newsletters, etc.), so that youth, youth groups, and their families within the region could come out and enjoy this event.

Additionally:

- **Street level** - you would assist the Festival in purchasing signs to be placed throughout Stafford County, and Fredericksburg. Working with Shelly Impressions, we can have signs made with the Festival information, and include “Sponsored by” with your name/logo on the sign. For around \$600.00 we can purchase 100 Double sided 18x24 signs. There are also opportunities to help print
  - Maps – to be distributed to patrons of the festival
  - Posters – to be distributed throughout Fredericksburg prior to the event
  - Banners – to be placed on roads, and exits from I-95
- **Direct Mailings** – last year we were unable to accomplish a direct mailing effort. We would like to re-initiate this effort this year and include “Sponsored by” with your name/logo on the mailing. We can discuss options, as your company may actually be able to do it for less that we can.
- **Internet** - Last year we had several good responses to our Facebook Ad Campaign. This year we plan to again run Facebook adds, for which we would like to budget \$500.00
- **Radio** – Your sponsorship could be directed towards radio ads including “Sponsored by” with your name in the ad. If your company already plans to run radio ads during the JUL – SEP timeframe, an option would be to add a 10 second tag to the end of your already planned advertisement, asking them to come and join you at the Festival.
- **Billboard** – Lamar Advertising Company owns several electronic billboards in the area, on which we can run information about the festival, including “Sponsored by” with your name/logo. If your company already plans to run radio ads during the JUL – AUG (SEP) timeframe, an option would be to add the



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Festival Logo/theme to your already planned advertisement, asking folks to come and join you at the Festival.

3. **Restrooms** – with the increase in attendance, the restrooms in the Christian Education Center on site are now inadequate. We estimate that we need at least 11 more porta-johns which can be rented for less than \$100 each, and could be branded with your organization's signs / logo's that you'd provide, to let the public know that were it not for your company's care and assistance, they wouldn't be able to use that particular 'facility'.
4. **Event Insurance** - "Event underwritten by" YOUR COMPANY!!! As with everything nowadays, we must have event insurance, and this fee is roughly \$500.

**Targeted Music & Event opportunities** – We have some attractions which we could offer in your company's name, if we were able to get sponsorship for them. Some may not be listed here, and some below might be taken by the time of your response, but this gives you an idea of opportunities:

1. We have a Nationally known music group which has tentatively reserved the 8<sup>th</sup> of September for us, but will require sponsorship to attend. **Apologetix** has received ACMA awards for Alternative Artist of the Year and Song of the year, as well as other industry awards. <http://www.apologetix.com/> This group will require funding in the amount of \$4,000.00. Additional info/details available.
2. **Shuttle Train** – with the intent of ferrying patrons from Methodist Field, to the Living History Area, to the Rides area, through the Events area, and to the Agricultural area, then starting all over, your organization's sign on this Train would get a LOT of attention! A \$1000 sponsorship will enable us to provide this service.
3. **Mini-Tractor Pull** – the the "South Side VA Pedal Tractor Pull" (<http://ssvapp.com>) Offers children the opportunity to try their hand at pedaling a pedal tractor in a miniature tractor pull. This \$1000 sponsorship includes Trophies and awards which are given out by age and gender, and all children receive a medallion.
4. **Rock Climbing Wall** - A \$1000 sponsorship will enable us to provide this service.
5. **Agricultural Area Activity Area** – For families and young children, these activities will engage, entertain, and educate while making memories. Equipment on loan from the IAFE will be mailed to us, sponsorship would be \$600.
6. We will offer Rides again at this year's event, and would like to partner with businesses in the area willing to sell wristbands for the festival in advance.



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As a Partner or Sponsor, your organization would be featured on our website, and directly in association with what you have directed your sponsorship for, or in the event of a general sponsorship, what we have used it towards, such as:

- The ACME shuttle train – This train provided by a generous grant from the ACME Anvil Company
- These Restrooms made possible by the ACME Anvil Company
- Sponsored by ACME Anvil Company

As the Festival serves the community that many of your employees as well as customers live and work in, we feel your participation would be invaluable. We sincerely hope that you will assist us in this endeavor to enable this Festival to further develop all of our youth, provide interesting and educational information and/or fun activities, and at the same time provide a weekend of fun for all of the families in attendance, while strengthening bonds within the Northern Virginia Community. For further information we can be contacted at the numbers above, or at [strategicsupport@hartwooddays.org](mailto:strategicsupport@hartwooddays.org). Information is also listed on our website at <http://www.hartwooddays.org>. we hope to hear from you soon!

A handwritten signature in blue ink, appearing to read 'Willis M. Madden Jr.'.

Willis M. Madden Jr.  
Chair, Hartwood Days Festival Committee  
Advisor, Venturing Crew 1717  
<http://www.hartwooddays.org/index.html>





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**General Sponsorship Levels**

Sponsorship Level	Basic \$300	Bronze \$500	Silver \$1,000	Gold \$2,000	Platinum \$3,000	Corporate \$5000 +
<b>Name on Sponsor Signage</b>	X	X	X			
<b>Complimentary Booth Space</b>		X	X	X	X	X
<b>Listed on Website with a Link</b>	X	X	X	X	X	X
<b>Appreciation Certificate</b>		X	X			
<b>Logo on Website with a Link</b>			X	X	X	X
<b>Complimentary Ride</b>			2	4	8	16
<b>Wristbands</b>						
<b>Appreciation Plaque</b>				X	X	X
<b>Mentioned in Print Ads</b>				X	X	X
<b>Logo in Print Ads</b>					X	X
<b>Logo on Banner Adds</b>					X	X
<b>Facebook Adds with Logo</b>					X	X
<b>'Sponsored by' Radio Ad</b>						X
<b>Business Banner placement on main stage</b>						X
<b>Product Placement at Festival</b>						X
<b>Overwhelming support and complete adoration from attendees</b>	X	X	X	X	X	X