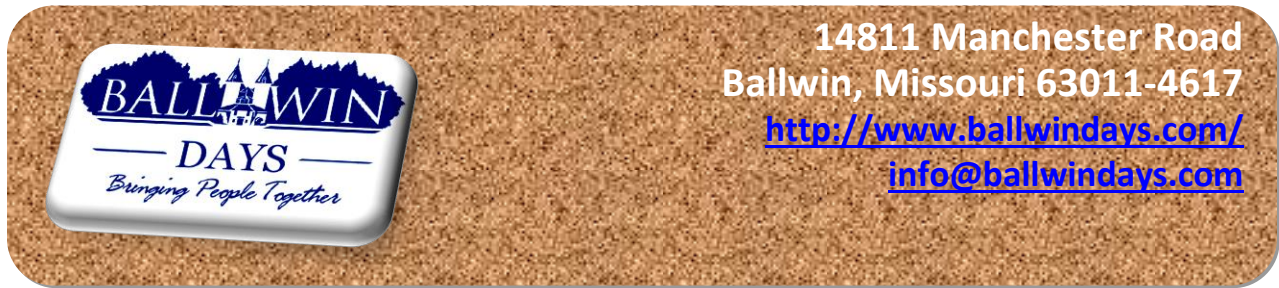


# BALLWIN DAYS 2024 – August 16<sup>th</sup>- 18<sup>th</sup>

## *Sponsorship form*



Dear Local Business:

Ballwin Days 2024 is on tap for this August, and it should prove to be an exciting festival as always. We appreciate your interest and support for the festival, and we pledge that we will do everything we can to make this the best event possible. The following simplified and streamlined sponsorship document outlines the levels available and the benefits of each.

Some of the 2024 festival highlights include:

- Top-billing musical entertainment Friday, Saturday, and Sunday
- **A Classic Car show on Sunday!**
- Great activities for the kids Saturday in Kids Korner
- Great carnival rides presented by Fun Time Shows
- A great selection of food and beverages to satisfy the appetite and quench the thirst
- As always, much of the entertainment at Ballwin Days is free and there is no entry fee to the grounds

### **Sponsorships/Donations are accepted in 4 Levels**

Event Level	\$2000
Platinum Level	\$1000
Gold Level	\$500
Silver Level	\$250

As mentioned earlier, cash donations are encouraged and preferred; however, sponsorship levels can also be reached with donations of products, gift certificates, equipment loans, etc., or a combination of any of these if the committee deems these as of significant value to the festival.

**All banners and signs are the responsibility of the sponsor to provide to the Ballwin Days committee for display at the festival.**

## What you get for:

### Event Level Sponsorship:

- Exclusive sponsor in area for your line of business (additional non-competing sponsors are allowed with your approval)
- Signage and banners appropriate for the specific area or event
- Banner at the main stage area and at the entry to the park where the visitors enter via buses (all days).
- **Actively** promote your business by way of a booth or display (subject to approval by Co-Chairman) in a mutually agreed upon location (see map on last page of document for many of the locations).
- Additional benefits specific to a particular area or activity, or mutually agreed to by the Co-Chairman.
- Business logo and mention in the City's Park and Recreation e-mail blast just before Ballwin Days.
- Business logo posted on Ballwin Days website and Facebook page
- Included in a post Ballwin Days recognition in the city's newsletter, which is also posted in West News Magazine.
- Prominent mention on any radio, Television, or internet advertising for the festival.
- Real time promotion and mention during the festival weekend on Twitter and Facebook
- Event level sponsors that have larger items to display (typically automobiles) can bring multiples of these if they wish (pending space constraints and/or Co-chair approval)

### Platinum Level:

- Banner at the main stage area and at the entry to the park where the visitors enter via buses (all days).
- Promote your business by way of a booth or display (subject to approval by Co-Chairman) in a mutually agreed upon location.
- Business logo posted on Ballwin Days website and Facebook page
- Logo displayed in monthly Parks and Recreation e-mail blasts distributed to 2,800+ Ballwin households
- Included in a post Ballwin Days recognition in the city's newsletter, which is also posted in West News Magazine.
- Additional benefits specific to a particular area or activity
- Platinum level is the **minimum** level required for businesses bringing larger display items, such as automobiles or other types of vehicles (1 item per sponsorship)

### Gold Level:

- 1 Banner visible from the main stage location
- Business logo posted on Ballwin Days website and Facebook page
- Limited location opportunities throughout the fairgrounds for a small business to have a booth promoting their business (This is the minimum level that allows for an onsite presence). **These locations are limited - so act early!**

### Silver Level:

- Business logo posted on Ballwin Days website and Facebook page.
- Recognition on any Ballwin Days newsletters or articles.

## Ballwin Days General Sponsorship checklist

### Festival Opportunities

- |  |         |
|--|---------|
| <input type="checkbox"/> <b>EVENT</b>    | \$2,000 |
| <input type="checkbox"/> <b>PLATINUM</b> | \$1,000 |
| <input type="checkbox"/> <b>GOLD</b>     | \$500   |
| <input type="checkbox"/> <b>SILVER</b>   | \$250   |

### Business Information

Business Name:

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Street Address:

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City, State and ZIP Code:

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Telephone:

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FAX:

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E-Mail Address:

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Web Site:

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Contact Person:

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This page must be returned to the address below no later than July 15, 2024, to be included on any Ballwin Days final printed material. Sponsorships may also be paid for with Credit Card by calling Ballwin City Hall at 636-227-9000.

**Ballwin Days 2024**  
**Denise Keller, Finance Officer**  
**City of Ballwin**  
**1 Government Ctr**  
**Ballwin, MO 63011-4617**