

2023 Summerfest

August 23, 2023, Installation Fest Area

Sponsorship Rate Sheet & Return on Investments (ROIs)

BRONZE "BOOTH ONLY" PACKAGE

COST: \$250

- Booth space (4'x8') with one (1) table & two (2) chairs within MWR large fest tent area (*staffed by sponsor*).
- Logo recognition on general "thank you to our sponsors" graphics. *****NOT overall main event graphics*****
- Authorization to display company pop-up displays, themed exhibits, skyline banners, etc. within designated booth space.
- Authorization to distribute promotional items, coupons, prize giveaways, etc.
- Authorization to participate in surveying and customer feedback opportunities.
- Loyalty, brand recognition, interaction with the military and civilian community.
- Generic after event public "Thank you to our sponsors" graphic & message post via social media.
- Access to all event photos and after event recap of marketing efforts, highlighted moments, & data analysis.

SILVER "SCAVENGER HUNT" PACKAGE

COST: \$500

In addition to ALL ROIs listed in the Bronze "Booth Only" Package above, your company will receive:

- **ALL Graphic Logo Placement:** Special logo placement on **ALL** event publicity (pre-event, at-event, & after event) in addition to the general "thank you to our sponsors" graphics (i.e. flyers, posters, live marketing TVs, social media, website, all hands emails, etc.).
- **Scavenger Hunt:** Participation in the famous "**SummerFest Sponsor Scavenger Hunt**" featuring your company logo on the large prize drawing entry cards. Patrons will be sent to select sponsor booths to receive a stamp from that company in order to be eligible to enter to win the large grand prize.
- **Company Branded Tent Space:** Represent your company to the fullest and display your own branded 10'x10' pop-up tent in a high-traffic location in main fest area (*staffed by sponsor*); otherwise, space will be provided as outlined in the *Bronze "Booth Only" Package* above (*optional*). MWR will provide one (1) table & two (2) chairs, if needed.
- **Prize Drawing:** Opportunity to present one (1) large prize or giveaway via public announcement with "thank you" (*Sponsor must provide prize*).

GOLD "PUBLICITY" PACKAGE

COST: \$1,000

In addition to ALL ROIs listed in the Bronze "Booth Only" & the Silver "Scavenger Hunt" Packages above, your company will receive:

- **Public Announcement:** Verbal recognition at event via public "thank you to our sponsors" announcement.
- **Meet & Greet:** Special introductory meet and greet with DLA leadership in attendance
- **Flier Distribution:** Authorization to add one (1) company specific small (5"x7" max) flier to be distributed by FMWR at the event along with the scavenger hunt drawing cards (*FMWR must approve prior to event*).
- **Facebook Post:** Four (4) special company specific social media posts on MWR Susquehanna Facebook timeline prior to the event (*1,800+ followers*).
- **Outdoor Banner:** One (1) company specific banner (8'x4') displayed in high-traffic location for the week of the event

OVERALL BENEFITS

- Provide heightened visibility to your company that is notable and will be remembered for year's to come.
- Allow you to gain face-to-face interaction with our unique and targeted DoD civilian and military market.
- Demonstrate your partnership and show our community members that your business is here to support their lifestyle, mission, and wellbeing; giving back to them in order to increase their morale.
- Provide an effective way to gauge your customer's response to your products and services.
- Provide promotional and brand recognition at the event in order to help you reach specified business and marketing goals – it is a faster form of advertising!
- Assist to help offset the costs associated with the event. This event is only possible because of the support we receive from local businesses and organizations such as yours; no government funding is available for us to utilize in order to ensure it takes place.

**All packages can be customized to meet your needs. If something is not a right fit, please partner with the Marketing Manager for assistance. We are committed to finding the best fit for you and your company.*

PARTICIPATION DEADLINE: JULY 14, 2023

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