



| Sponsorship Level | Advertising Exposure | Festival Exposure | Complimentary |
|-------------------------------------|--|---|--|
| Silver (\$1,000 - \$2,499) | ❖ Same as Bronze | ❖ Same as Chrome PLUS ❖ Option of a 2nd banner to be displayed at area of sponsorship OR along front fence line at the main entrance of Eaton County Fairgrounds | ❖ Free Parade Entry ❖ 6 Events Passes |
| Gold (\$2,500 - \$4,999) | ❖ Company logo listed on website ❖ Individual Facebook shout-out ❖ Mention on radio spots (not guaranteed) ❖ Announced during rodeo ❖ Mentioned in print ads (not guaranteed) | ❖ Same as Silver PLUS ❖ Vendor space at Eaton County Fairgrounds | ❖ Free Parade Entry ❖ 8 Event Passes |
| Platinum (\$5,000 - \$7,999) | ❖ Same as Gold PLUS ❖ Mentioned in print ads (not guaranteed) ❖ Mentioned in any available TV and radio ads (not guaranteed) ❖ Potential title sponsor (for example, the Charlotte Frontier Days Parade presented by ABC Company) | ❖ Same as Gold PLUS ❖ Company provided promotional item to be handed out to attendees during festival | ❖ Free Parade Entry ❖ 10 Event Passes |
| Double Platinum (\$8,000 and above) | ❖ Same as Platinum PLUS ❖ Potential Exclusive Title Sponsor of a festival event (i.e. Charlotte Frontier Days Family Events presented by 123 Company) * ROFR** | ❖ Same as Platinum PLUS ❖ Vendor space at the Eaton County Fairgrounds. | ❖ Free Parade Entry ❖ 12 Event Passes |



***Exclusive Title Sponsor** for Double Platinum is defined by Charlotte Frontier Days as a main sponsor of a whole day / category event. While other companies can sponsor specific activities within a main event (i.e. Pony Rides sponsored by XYZ Company), the double platinum sponsor is named as the main sponsor of the whole day / category event (i.e. If a bank is a double platinum sponsor of Family Events, no other Financial Institution can be named or advertised as a title sponsor of Family Events or other Main Events, unless agreed upon by all parties).

****ROFR (Right of First Refusal)** is defined by Charlotte Frontier Days as follows: An agreement between Charlotte Frontier Days and a double platinum sponsor stating that the double platinum sponsor will be offered the opportunity to be the double platinum sponsor of the same main event for the next festival held. Should the double platinum sponsor refuse / decline this opportunity, Charlotte Frontier Days will then offer the opportunity to a different company.