



## 2024 Sponsorship Benefits

- **Banners and Chute boards** are to be provided by the sponsor by August 30, 2024. Banner Size: 4' x 6'. Chute Board size: 2' x 6' corrugated board. Existing banners can be used, however if new banners are ordered, please order the 4' x 6' size.
- **Website:** All sponsors will be included on the Charlotte Frontier Days website. Bronze sponsors and above will need to provide their preferred logo.
- **Facebook Shout-outs:** All sponsors will be advertised on our Facebook page. General up to Silver Sponsors will have shared Shout-outs with multiple sponsors advertised in one post. Gold and above will have individual posts to include a brief statement about the services their company provides. All Facebook shout-outs will include the company name, address, phone number, links to company website and Facebook page and the company logo. Shout-outs will occur in order the sponsorship monies/in kind services are received.
- **Festival Brochure:** All sponsors will be listed on our brochure as long as any monies owed are paid in full and in-kind services offered are guaranteed by the \*July 31, 2024 deadline.
- **Event Passes:** Qualifying sponsors will have access to event passes. Limitations and exclusions may apply. Charlotte Frontier Days will determine which Event Passes will be available up to six weeks prior to the start of the festival. Rodeo passes will be for General Admission for Friday night. Saloon passes will be good for Friday or Saturday night.

Sponsorship Level	Advertising Exposure	Festival Exposure	Complimentary
General (up to \$149.00)	<ul style="list-style-type: none"> <li>❖ Company name listed on website.</li> <li>❖ Shared Facebook Shout-out.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Listed in our brochure.*</li> <li>❖ Listed in our Thank You in a local paper.</li> </ul>	>>>>>>>>>>>>>>>>>>>>>>>>>>>>
Copper (\$150 - \$249)	Same as General	Same as General	Free Parade Entry
Nickel (\$250 - \$499)	Same as General	<ul style="list-style-type: none"> <li>❖ Same as General <b>PLUS</b></li> <li>❖ 1 Company provided banner displayed at area of sponsorship.</li> </ul>	Free Parade Entry
Bronze (\$500 - \$749)	<ul style="list-style-type: none"> <li>❖ Company <b>logo</b> listed on website.</li> <li>❖ Shared Facebook Shout-out.</li> </ul>	Same as Nickel	<ul style="list-style-type: none"> <li>❖ Free Parade Entry</li> <li>❖ 2 Event Passes</li> </ul>
Chrome (\$750 - \$999)	Same as Bronze	❖ Same as Nickel	<ul style="list-style-type: none"> <li>❖ Free Parade Entry</li> <li>❖ 4 Event Passes</li> </ul>



Sponsorship Level	Advertising Exposure	Festival Exposure	Complimentary
Silver (\$1,000 - \$2,499)	Same as Bronze	<ul style="list-style-type: none"> <li>❖ Same as Chrome <b>PLUS</b></li> <li>❖ Option of a 2nd banner to be displayed at area of sponsorship <b>OR</b> 1 Company provided banner displayed <b>along front fence line</b> at the main entrance of Eaton County Fairgrounds.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Free Parade Entry</li> <li>❖ 6 Events Passes</li> </ul>
Gold (\$2,500 - \$4,999)	<ul style="list-style-type: none"> <li>❖ Company logo listed on website.</li> <li>❖ Individual Facebook Shout-out.</li> <li>❖ Mention on radio spots (not guaranteed).</li> <li>❖ Announced during Rodeo.</li> <li>❖ Mentioned in print ads (not guaranteed).</li> </ul>	<ul style="list-style-type: none"> <li>❖ Same as Silver</li> </ul>	<ul style="list-style-type: none"> <li>❖ Free Parade Entry</li> <li>❖ 8 Event Passes</li> </ul>
Platinum (\$5,000 - \$7,999)	<ul style="list-style-type: none"> <li>❖ Same as Gold <b>PLUS</b></li> <li>❖ Mentioned in print ads (no guaranteed).</li> <li>❖ Mentioned in any available TV and Radio ads (not guaranteed).</li> <li>❖ Potential title sponsor (for example, The Charlotte Frontier Days Parade presented by ABC Company)</li> </ul>	<ul style="list-style-type: none"> <li>❖ Same as Gold <b>PLUS</b></li> <li>❖ Company provided promotional item to be handed out to attendees during festival.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Free Parade Entry</li> <li>❖ 10 Event Passes</li> </ul>
Double Platinum (\$8,000 and above)	<ul style="list-style-type: none"> <li>❖ <b>Same as Platinum PLUS</b></li> <li>❖ <b>Potential Exclusive Title Sponsor of a festival event (i.e. Charlotte Frontier Days Family Events presented by 123 Company)* ROFR**</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ <b>Same as Platinum PLUS</b></li> <li>❖ <b>Small vendor space with electricity at the Eaton County Fairgrounds.</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ <b>Free Parade Entry</b></li> <li>❖ <b>10 Event Passes</b></li> </ul>



**\*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.