

2020 SPONSORSHIP OPPORTUNITIES



Parks and Recreation



City of Fairfax

10455 Armstrong Street Suite 123
Fairfax, VA 22030

For further inquires, please contact
Mitzi Taylor: (703)-385-7949
Mitzi.Taylor@fairfaxva.gov
www.fairfaxva.gov/specialevents



Chocolate Lovers Festival

The Chocolate Lovers Festival, an annual three-day festival held on the first full weekend of February, features activities for all to enjoy such as Taste of Chocolate, Chocolate Challenge, the new Kiwanis BBQ Lunch & Ice Cream, Liquid Chocolate, historic open houses and much more. The Chocolate Lovers Festival placed 1st among the Best Food Festivals in the Northern Region by the *Virginia Living* magazine readers every year since 2012! Attendance: ~ 5,000 people



LIQUID CHOCOLATE SPONSOR \$3,000

- ❖ Company logo appears on the events posting on City website, in programs and all marketing, print & other advertisements.
- ❖ 2 A-frame displays in area surrounding tent
- ❖ Drink vouchers for 3-5 company employees to taste tent fixings
- ❖ Company name/logo positioned over entrance to tent
- ❖ Company table (6ft) and 2 chairs located in the Liquid Chocolate tent
- ❖ Company logo on event banner located at Liquid Chocolate

CHOCOLATE LOVERS FESTIVAL SPONSORS

Taste of Chocolate Sponsor - \$2,000
Chocolate Challenge/Silent Auction Sponsor - \$1,000

- ❖ Company logo appears on the events posted on City website, in the programs and all marketing, print & other advertisements.
- ❖ Company logo on event banner for the individual event
- ❖ Company logo on A-frame display in area near event entrance
- ❖ Company tagged on City of Fairfax Social Media (*last year we reached 139.9K people and 7.9K people were interested in the event*)
- ❖ Business cards in all CLF bags that are given on event day

City Hall: 10455 Armstrong St.
Fairfax, VA 22030
Venue: Old Town Square—10415
North Street, Fairfax, VA 22030

Phone: 703-385-7858
Fax: 703-246-6321
www.fairfaxva.gov



Community Events

Fairfax City takes great pride in its community, having these events is a great way for us to show that pride - both the Fishing Derby and EGG-Streme Teen Egg Hunt are great events for families in the City to enjoy.

Fairfax Fishing Derby

ATTENDENCE ~ 450

LOCATION: ASHBY POND

EVENT SPONSORSHIP— \$1,000

The Fairfax Fishing Derby takes place annual at the Ashby Pond—this event attracts all ages to Ashby Pond for a fun day of fishing. The pond is stocked full of trout ready for fisherman to come and catch what they can during their session. Fisherman register for a session at 9:30 am, 10:15 am, or 11 am. Sponsorship cost is to cover the cost of the fish for the event.

- ❖ Company name/logo positioned on event banner
- ❖ Company name/logo placed on A-frames at both entrances/exits
- ❖ Company logo appears on the events posting on City website, in programs and all marketing, print & other advertisements.
- ❖ Announced as sponsor at beginning and end of movie
- ❖ One 10'x10' space at event.



EGG-Streme Teen Egg Hunt

ATTENDENCE ~ 200

LOCATION: HISTORIC BLENHEIM

EVENT SPONSORSHIP— \$700

The EGG-Streme Teen Egg Hunt is a night time egg hunt marketed to pre-teens and teens ages 11-14, who are not ready to give up the hunt just yet! This night time egg hunt requires teens and pre-teens to use flashlights to gather eggs in the dark at Historic Blenheim. They can also participate in various other glow in the dark and night activities before the hunt begins. Sponsorship covers the cost of the eggs for the hunt as well as supplies for the activities.

- ❖ Company name/logo positioned on event banner.
- ❖ Company name/logo placed on A-frames at Entrance of event
- ❖ Company logo appears on the events posting on City website, in programs and all marketing, print & other advertisements for those months.
- ❖ Announced as sponsor at beginning and end of event
- ❖ One 10'x10' space at event.



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Beer in the Burbs

Brews Festival

Fairfax City's 1st craft-beer festival! This outdoor celebration of subs at Old Town Square is one of the city's newest event that showcases over 25 of the area's premier brew masters from Loudoun County to Virginia Beach and Roanoke to Richmond. This family-friendly event will be filled with plenty of breweries, food trucks, live music and activities throughout the day. Every year this festival will have a different theme - to kick off our first year we celebrated the 50th anniversary of Woodstock! Attendance: ~1,500 people

MAIN STAGE SPONSOR - \$5,000

- ❖ Company logo appears on the events posting on City website, in programs and all marketing, print & other advertisements.
- ❖ Company name/logo positioned on main stage
- ❖ Verbal recognition from main stage throughout event
- ❖ 5 Food vouchers for members of company staff
- ❖ 2 A-frame displays in area of your choosing
- ❖ One 10'x10' booth, with 6' table and chairs for marketing purposes
- ❖ Private VIP section for company staff

BEER GARDEN SPONSOR - \$1,500

- ❖ Company logo appears on the events posting on City website, in programs and all marketing, print & other advertisements.
- ❖ Company name/logo positioned within center of beer garden
- ❖ 3 food vouchers for members of company staff
- ❖ 1 A-frame display at entrance to beer garden
- ❖ One 10'x10' booth, with 6' table and 2 chairs for marketing purposes

T- SHIRT SPONSOR - \$2,000

- ❖ Company logo appears on the events posting on City website, in programs and all marketing, print & other advertisements.
- ❖ Logo on T-shirts
- ❖ 3 food vouchers for members of company staff
- ❖ 2 A-frame displays at event
- ❖ One 10'x10' booth, with 6' table and chairs for marketing purposes
- ❖ Private VIP section for company staff



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10415 North Street, Fairfax, VA
22030

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Movies Under the Moon

Movies Under the Moon is a free outdoor movie night occurring every second Friday from May-September at Van Dyke Park. Attendance: ~300 people per event

SERIES SPONSOR (ALL 4) - \$2,800

- ❖ Company name/logo positioned on event banner
- ❖ Company name/logo placed on A-frames at both entrances/exits
- ❖ Company logo appears on the events posting on City website, in programs and all marketing, print & other advertisements.
- ❖ Announced as sponsor at beginning and end of movie
- ❖ One 10'x10' space at event.

EVENT SPONSOR (2 OR MORE) - \$750 EACH

- ❖ Company name/logo positioned on event banner for those months.
- ❖ Company name/logo placed on A-frames at both entrances/exits for those months.
- ❖ Company logo appears on the events posting on City website, in programs and all marketing, print & other advertisements for those months.
- ❖ Announced as sponsor at beginning and end of movie
- ❖ One 10'x10' space at event.

EVENT SPONSOR (1 EVENT) - \$1,000 EACH

- ❖ Company name/logo positioned on event banner
- ❖ Company name/logo placed on A-frames at both entrances/exits
- ❖ Company logo appears on the events posting on City website, in programs and all marketing, print & other advertisements for that month
- ❖ Announced as sponsor at beginning and end of movie.
- ❖ One 10'x10' space at event.



City Hall: 10455 Armstrong
St. Fairfax, VA 22030
Venue: Van Dyck Park, 3740
Old Lee Highway, Fairfax, VA
22030

Phone: 703-385-7858
Fax: 703-246-6321
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Rock the Block!

Concert Series-Package Sponsor

Rock the Block is a free concert series occurring every fourth Friday from May-October in Old Town Square. Each event has a different live band, local food & beer vendors, and plenty of table and lawn space seating to accommodate guests of all ages and interests. Attendance: ~2,500 people per event



EXCLUSIVE SPONSOR (ALL 6 EVENTS) - \$10,000

- ❖ Sponsor benefits applied to ALL Rock the Blocks from May-October
- ❖ Company name/logo positioned on main stage at all events
- ❖ Company name/logo placed on A-frames at both entrances/exits
- ❖ Company logo appears on the events posting on City website, in programs and all marketing, print & other advertisements.
- ❖ Announced as premier sponsor from stage throughout the event.
- ❖ One 10'x10' booth OR parking space for vendor truck

GOLD SPONSOR (3 EVENTS) - \$7,000

- ❖ Sponsor benefits applied to 3 of the 6 Rock the Blocks
- ❖ Company logo/name positioned on main stage at selected 3 events
- ❖ Company name/logo placed on A-frame at selected 3 events
- ❖ Company logo appears on the events posting on City website, in programs and all marketing, print & other advertisements.
- ❖ Announced as a premier sponsor from stage at selected 3 events
- ❖ One 10'x10' booth OR parking space for vendor truck

SILVER SPONSOR (2 EVENTS) - \$5,000

- ❖ Sponsor benefits applied to 2 of the 6 Rock the Blocks
- ❖ Company name/logo positioned on main stage at the selected 2 events
- ❖ Company name/logo placed on A-frame at selected 2 events
- ❖ Company logo appears on the events posting on City website, in programs and all marketing, print & other advertisements
- ❖ Announced as a premier sponsor from stage at selected 2 events
- ❖ One 10'x10' booth OR parking space for vendor truck

BRONZE SPONSOR (1 EVENT) - \$3,000

- ❖ Sponsor benefits applied to 1 of the 6 Rock the Blocks
- ❖ Company name/logo positioned on main stage at the selected event
- ❖ Company name/logo placed on A-frame at selected event
- ❖ Company logo appears on the events posting on City website, in programs and all marketing, print & other advertisements
- ❖ Announced as a premier sponsor from stage at selected event
- ❖ One 10'x10' booth OR parking space for vendor truck

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Furfax Fido Fest

Fido Fest is a dog oriented outdoor event hosted at the Westmore School Site. Guest and their 4 legged companions are free to indulge in various dog activities such as agility courses, snack bars, K9 splash zones, ven-dors contests and much more. Attendance: ~ 750 people

EXCLUSIVE SPONSOR - \$2,000

- ❖ Company logo appears on the events posting on City website, in programs and all marketing, print & other advertisements.
- ❖ One 10'x10' booth on civic green, 6' table and chairs
- ❖ Any additional vendors allowed participation will be approved



GOLD SPONSOR - \$1,000

- ❖ Company logo appears on the event posting on City website, in programs and all marketing print & other advertisements.
- ❖ One 10'x10' booth on civic green, 6' table and 2 chairs
- ❖ Choice of two different activities to be included under company name with logo equipped at station.



SILVER SPONSOR - \$500

- ❖ Company logo appears on the events posting on City website, in programs and all marketing, print & other advertisements
- ❖ Company name/logo placed on off leash play pen.
- ❖ One 10'x10' booth on civic green, 6' table and 2 chairs



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11000 Berry Street, Fairfax, VA
22030

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**FAIRFAX CITY**
Parks and Recreation

Independence Day Celebration Evening Show

The second portion of a day long celebration following the Independence Day Parade, the Evening Show begins at 7pm at Fairfax High School. The show consists of live music on the City of Fairfax show-mobile, children's activities, multiple food vendors and ends the night with a spectacular fireworks display. Attendance: ~ 7,000 people

MAIN STAGE GOLD SPONSOR - \$5,000

- ❖ Company name/logo positioned on main stage
- ❖ Placement in main area of attraction of the festival
- ❖ Company name/logo appears on event posting on City website, programs, marketing & all other advertisements
- ❖ Verbal recognition from main stage throughout event
- ❖ 3 VIP parking spots for company staff
- ❖ 5 Food vouchers for members of company staff
- ❖ 2 A-frame displays in area of your choosing



MAIN STAGE SILVER SPONSOR - \$3,000

- ❖ Company name/logo positioned on main stage
- ❖ Placement in main area of attraction of the festival
- ❖ Company name/logo appears on event posting on City website, programs, marketing & all other advertisements
- ❖ 3 Food vouchers for members of company staff
- ❖ 1 VIP parking space
- ❖ 1 A-frame display in area of your choosing



CHILDRENS CORNER GOLD SPONSOR - \$1,500

- ❖ Company name/logo positioned on side of inflatables in children section (bounce house, slide, etc.)
- ❖ 1 A-frame display in children's section
- ❖ Company name/logo appears on event posting on City website, programs, marketing & all other advertisements



City Hall: 10455 Armstrong St.
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Venue: 3501 Rebel Run, Fairfax,
VA 22030

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Fall Festival

The Fall Festival started out in 1976 as a small market for artisans to display their wares. The annual event, held the second Saturday in October in historic downtown Fairfax, has grown to a free family festival with over 400 juried arts & craft vendors, information booths, food/gourmet food vendors, children's activities, carnival rides, business expo, and four stages of live entertainment. The festival attracts over 25,000 visitors and is the second largest premier event in the city. Attendance: ~ 25,000 people

MAIN STAGE SPONSOR - \$5,000

- ❖ Company name/logo positioned on main stage
- ❖ Placement in main area of attraction of the festival
- ❖ Company name/logo appears on event posting on City website, programs, marketing & all other advertisements
- ❖ Verbal recognition from all stages throughout event
- ❖ One 10'x10' booth for marketing, 6' table and chairs
- ❖ A-frame display in area of your choosing within main area of the festival

CHILDRENS STAGE - \$3,000

- ❖ Company name/logo positioned on children's stage
- ❖ Placement in section of festival filled with children oriented activities and attractions
- ❖ Company name/logo appears on event posting on City website, programs, marketing & all other advertisement
- ❖ One 10'x10' booth for marketing, 6' table and chairs
- ❖ A-frame display in area of your choosing within children's area of festival

OLD TOWN SQUARE STAGE - \$4,000

- ❖ Company name/logo positioned on Old Town Square stage
- ❖ Placement in downtown area of the festival
- ❖ Company name/logo appears on event posting on City website, programs, marketing & all other advertisements
- ❖ Verbal recognition from all stages throughout event
- ❖ One 10'x10' booth for marketing, 6' table and chairs
- ❖ A-frame display in area of your choosing within Old Town Square

