



It's a Community Party and you're Invited!

Sponsorship Packages

The Deer Lake Strawberry Festival Committee members are busy preparing for Strawberry Festival 2019 which will run from July 19-21. We are celebrating the festival's 36th anniversary and would love to make 2019 the best festival yet.

A big part of our success is due to the sponsorship and support we have received from the business community in our region. Thank you for any support you may have given us in the past and we look forward to working with you in any way you can contribute to our festival.

The Annual Deer Lake Strawberry Festival is one of the longest ongoing annual festivals in Newfoundland & Labrador. The event is well-attended, features a wide variety of activities for all ages and enjoys excellent corporate support.

The festival provides an opportunity for businesses to broaden their advertising horizons and support a unique, free, cultural event, hosted in Deer Lake, Newfoundland and Labrador.

The 2019 Deer Lake Strawberry Festival will host family-oriented attractions including:

- *Musical entertainment such as "Glass Tiger" and more that will be announced at a later date*
- *Square dancing;*
- *Games, events and challenges for children;*
- *Kiddies parade;*
- *Fireworks display and*
- *A variety of vendor booths featuring food, drink, crafts, souvenirs and so on.*

Friends of the Deer Lake Strawberry Festival (Package Value up to \$250)

As a Friend of the Deer Lake Strawberry Festival, you will receive the following in exchange for your generous support:

- Your Name featured on the Strawberry Festival Link on the Town of Deer Lake web site and Facebook page;

BRONZE Sponsorship (Package Value up to \$500.00)

As a Bronze Sponsor of the Deer Lake Strawberry Festival, you will receive the following in exchange for your generous support:

- Your Name featured in the Program Guide
- Your Name featured on the Strawberry Festival Website and Facebook page, and on the Town of Deer Lake web site and Facebook page;
- One (1) weekend field pass;
- One (1) ticket for Saturday night's concert;

SILVER Sponsorship (Package Value up to \$1,000.00)

As a Silver Sponsor of the Deer Lake Strawberry Festival, you will receive the following in exchange for your generous support:

- Your Name and Logo featured in the Program Guide;
- Your Name featured on the Strawberry Festival Website and Facebook page, and on the Town of Deer Lake web site and Facebook page;
- Third mention in any verbal listings;
- Two (2) weekend field passes;
- Two (2) tickets for Saturday night's concert;

GOLD Sponsorship (Package Value up to \$1,500.00)

As a Gold Sponsor of the Deer Lake Strawberry Festival, you will receive the following in exchange for your generous

- Your Name and Logo featured in the Program Guide / Poster / Schedule of Events
- Your Name and Logo featured on the Strawberry Festival Website and Facebook page, and on the Town of Deer Lake web site and Facebook page;
- An opportunity to display your business signage on the festival grounds;
- Second mention at opening and closing ceremonies;
- Three (3) weekend field passes;
- Three (3) tickets for Saturday night's concert;

PLATINUM Sponsorship (Package Value up to \$3,000.00)

As a Platinum Sponsor of the Deer Lake Strawberry Festival, you will receive the following in exchange for your generous support:

- Your Name and Logo featured prominently in the Program Guide / Poster / Schedule of Events
- Your Name and Logo featured on the Strawberry Festival Website and Facebook page, and on the Town of Deer Lake web site and Facebook page;
- An opportunity to display your business signage on the festival grounds;
- First mention at opening and closing ceremonies;
- Four (4) weekend field passes;
- Four (4) tickets for Saturday night's concert

TITLE Sponsorship (\$7,500.00 plus)

As a title Sponsor of the Deer Lake Strawberry Festival, you will receive the following in exchange for your generous support:

- Your Name presenting a portion of the festival, examples: a band, concert, event, etc.
- Your Name and Logo featured prominently in the Program Guide / Poster / Schedule of Events
- Your Name and Logo featured on the Strawberry Festival Website and Facebook page, and on the Town of Deer Lake web site and Facebook page;
- An opportunity to display your business signage on the festival grounds;
- First mention at opening and closing ceremonies;
- Six (6) weekend field passes;
- Six (6) tickets for Saturday night's concert



SPONSORSHIP AGREEMENT
(please complete and return this page)

DATE: _____

SPONSORSHIP PACKAGE: _____ **Sponsor Amount: \$** _____

FRIENDS (\$25-\$250)	BRONZE (\$251-\$500)	SILVER (\$501-\$1000)	GOLD (\$1001-\$1500)	PLATINUM (\$1501-\$3000)	TITLE (\$7,500+)
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BETWEEN: _____ *Sponsor Name and the*
Deer Lake Strawberry Festival Committee

TERMS OF AGREEMENT:

1. The Deer Lake Strawberry Festival Committee agrees to grant the sponsor the rights included in the agreed upon sponsorship package chosen.
2. The sponsorship will be for the period of July 19, 2019 to July 21, 2019. Advertising will start prior to event, in case of posters and booklets, etc.
3. The sponsor agrees to provide the monetary donation as deemed in the selected package.
4. In the event of a dispute arising that the parties themselves cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by mutual agreement.
5. Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified and the first party uses its best endeavors to overcome the circumstances preventing its obligations from being carried out.
6. Each party shall indemnify the other against any claims arising from any breach of the agreement by either party.
7. The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.
8. The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.

Signed:

Sponsor Representative

Title

Date

Cheques can be mailed to:
Town of Deer Lake
34 Reid's Lane
Deer Lake, NL A8A 2A2

Or phone Christa at the Town Office
with a Credit Card # (709)635-3222
fax sponsor form to (709)635-5857

Please e-mail a copy of your logo to deerlakeadmin@nf.aibn.com for publication.