



2022 Main Sponsor Details & Agreement- \$5,500

- Proportionate inclusion and name placement in TV radio, online promotions, social media and print
- Outdoor advertising: (2) banners provided by Sponsor and placed on the sponsor wall by Valleyfest
- Display advertisement in the 2022 Valleyfest program and/or Valleyfest website
- Company logo and hyperlink on Valleyfest website
- Logo placement on event poster, flyer and other printed materials
- Event space: 10'x10' booth space at Mirabeau Point Park for Saturday and Sunday, September 24-25, 2022
- Entry in the *Hearts of Gold* Parade on Friday, September 23, 2022
- Two (2) Valleyfest Sponsor T-Shirts with logo placement on back
- Promotional announcements daily from 3 entertainment stages; minimum of 3
- In case of cancellation your 2022 sponsorship money can be deferred, donated or refunded

Main Sponsor Benefits

- Recognition as a good corporate citizen and supporter of community activities
- Connects your name/brand with the community
- Opportunity to promote a business at a large community festival with diverse demographics that enhances and celebrates Spokane Valley and the surrounding region
- Receives marketing exposure valued at 3 times invested amount through regional event promotions and on-site exposure
- Exposure to thousands of participants through sponsorship on promotional items, on-site exposure, and products
- Sponsor benefits are subject to change due to COVID-19 status

Attributes

- Use best efforts to promote and maximize attendance
- 2019: Valleyfest 35,000 Parade 15,000
- Provide adequate professional security and take reasonable steps to ensure safety at the event
- Best efforts to obtain media coverage of the event
- Company ad in Valleyfest program and/or on Valleyfest website
- Company logo and hyperlink on Valleyfest website
- Banners at event

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