



The Hanover Tomato Festival is the signature event in Hanover, celebrating the county's most famous fruit. Started in 1978, the festival continues to support Black Creek Volunteer Fire Department.

The long-standing tradition of this free family event brings thousands of people to visit the hundreds of artisans, crafters and local businesses annually.

Activities in the "MaterFUN Zone" include free children's games, crafts, and rides. Event attendees enjoy tomato related products, live entertainment, food vendors, over 200 craft, business and community vendors and the opportunity to purchase fresh Hanover tomatoes.



**Saturday July 8, 2017**  
**9:00 am - 4:00 pm**  
**Pole Green Park**



**35,000 +**  
**Estimated Attendance**



## Sponsor Benefits

### Title Sponsor: \$7,500

- 30 x 30 tented booth space (includes 4 tables, 8 chairs) in high traffic area showcasing your business
- Hanover tomatoes
- Lunch for eight (8) during the event
- Exclusive sponsor for business type
- Company banner displayed at event
- Event "street" named after business
- VIP parking passes (up to 8)
- Sponsor link on event website
- Sponsor recognition in press releases
- Sponsor recognition in event social media posts
- Sponsor logo in department e-mail newsletters
- Sponsor logo on event banners and entertainment stage

### Gold Sponsor: \$5,000

- 30 x 15 tented booth space (includes 4 tables, 8 chairs) in high traffic area showcasing your business
- Hanover tomatoes
- Lunch for four (4) during the event
- Company banner displayed at event
- Event "street" named after business
- VIP parking passes (up to 4)
- Sponsor link on event website
- Sponsor recognition in press releases
- Sponsor recognition in event social media posts
- Sponsor logo in department e-mail newsletters
- Sponsor logo on event banners and entertainment stage

### Silver: \$2,500

- 15 x 15 tented booth space (includes 2 tables, 4 chairs) in high traffic area showcasing your business
- Hanover tomatoes
- Snacks during the event
- Event "street" named after business
- VIP parking passes (up to 2)
- Sponsor link on event website
- Sponsor recognition in press releases
- Sponsor recognition in event social media posts
- Sponsor recognition in department e-mail newsletters
- Sponsor logo on event banners and entertainment stage

### Bronze: \$1,000

- 15 x 15 booth space (includes 1 tables, 2 chairs) in high traffic area showcasing your business
- VIP parking passes (up to 2)
- Sponsor link on event website
- Sponsor recognition in event social media posts and stage
- Sponsor logo on event banners

### Supporter: \$500

- 15 x 15 booth space in high traffic area showcasing your business
- Sponsor listed on event website
- Sponsor recognition in event social media posts
- Sponsor logo on event banners
- Sponsor recognition on entertainment stage

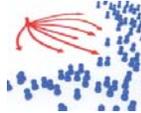
### Friend: \$250

- 15 x 15 booth space
- Sponsor listed on event website and event banners
- Sponsor recognition on entertainment stage

# Hanover County Parks & Recreation 2017 Sponsor Commitment

 **Mark your calendar**  
**Please check all events you wish to sponsor**

 **40,000+**  
**Estimated Attendance**

 **68,000+**  
**Print, web, and social media reach**

## Sponsor Information

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Email \_\_\_\_\_ Website \_\_\_\_\_

## Please check all events and levels that apply

### Hanover Tomato Festival July 8, 2017 (9:00 am - 4:00 pm)

Do you plan to take advantage of your booth space and participate in this event?  Yes, we will be there!  No, we will not attend

- |   |  |
|---|--|
| <input type="checkbox"/> Title: \$7,500   | <input type="checkbox"/> Gold: \$5,000   |
| <input type="checkbox"/> Silver: \$2,500  | <input type="checkbox"/> Bronze: \$1,000 |
| <input type="checkbox"/> Supporter: \$500 | <input type="checkbox"/> Friend: \$250   |

### Taylor's Pirate Fishing Day June 3, 2017 (4:00 - 7:00 pm)

Do you plan to take advantage of your booth space and participate in this event?  Yes, we will be there!  No, we will not attend

- |   |   |
|---|---|
| <input type="checkbox"/> Premier: \$1,000 | <input type="checkbox"/> Gold: \$500    |
| <input type="checkbox"/> Silver: \$250    | <input type="checkbox"/> Bronze: \$100  |
| <input type="checkbox"/> Friend: \$50     | <input type="checkbox"/> Pirate Partner |

### K9 Heroes Day, featuring Pooch Pursuit April 15, 2017 (9:00 am - 1:00 pm)

Do you plan to take advantage of your booth space and participate in this event? (*Premier, Gold, Silver, and Bronze sponsors only*)  Yes  No

- |   |  |
|---|--|
| <input type="checkbox"/> Premier: \$1,000 | <input type="checkbox"/> Gold: \$500   |
| <input type="checkbox"/> Silver: \$250    | <input type="checkbox"/> Bronze: \$100 |
| <input type="checkbox"/> Friend: \$50     | <input type="checkbox"/> Pooch Pal     |

### Papa John's 4K Pizza Run & Relay July 7, 2017 (6:00 - 8:00 pm)

Do you plan to take advantage of your booth space and participate in this event?  Yes, we will be there!  No, we will not attend

- |   |  |
|---|--|
| <input type="checkbox"/> Premier: \$1,000 | <input type="checkbox"/> Gold: \$500     |
| <input type="checkbox"/> Silver: \$250    | <input type="checkbox"/> Bronze: \$100   |
| <input type="checkbox"/> Friend: \$50     | <input type="checkbox"/> Slice Supporter |

### Classic Car Cruise-ins May 6 & September 23, 2017 (4:00 - 7:00 pm)

Do you plan to take advantage of your booth space and participate in this event?  Yes, we will be there!  No, we will not attend

- |   |  |
|---|--|
| <input type="checkbox"/> Premier: \$1,000 | <input type="checkbox"/> Gold: \$500       |
| <input type="checkbox"/> Silver: \$250    | <input type="checkbox"/> Bronze: \$100     |
| <input type="checkbox"/> Friend: \$50     | <input type="checkbox"/> Classic Supporter |

### Taylor's SpookieFUN Fest October 20 & 21, 2017 (5:00 - 8:30 pm)

Do you plan to take advantage of your booth space and participate in this event?  Yes, we will be there!  No, we will not attend

- |   |   |
|---|---|
| <input type="checkbox"/> Taylor's Spookiest: \$2,500  | <input type="checkbox"/> Casper's Kid Zone: \$1,000 |
| <input type="checkbox"/> Flashlight Candy Hunt: \$750 | <input type="checkbox"/> Monster Mash: \$500        |
| <input type="checkbox"/> Supporter: \$250             | <input type="checkbox"/> Friend: \$100              |

## Payment Information

- Check enclosed (make payable to Hanover County Parks & Recreation)  Invoice requested  
 Credit card (Visa, MasterCard, American Express, Discover)

Cardholder Name \_\_\_\_\_  
 Card Number \_\_\_\_\_ Exp date \_\_\_\_\_ CCV (back of card) \_\_\_\_\_

Mail: Hanover County Parks & Recreation, 13017 Taylor Complex Lane, Ashland VA 23005

Fax: (804) 365-4696

Email: [mgdurrer@hanovercounty.gov](mailto:mgdurrer@hanovercounty.gov)