



Sponsorship Agreement Matthews Alive! Inc.

This agreement made and entered by and between Matthews Alive! Inc. herein after referred to as “Festival” and _____ herein after referred to as “Sponsor”.

Type of Sponsorship:

Title Sponsor

\$20,000

The sponsor will receive the following benefits in exchange for the sponsorship fee:

- Prominent recognition as “Title Sponsor”.
- Present Company in the opening ceremony of Southeast’s Largest Labor Day Parade as Title Sponsor.
- Recognition with company logo and article in *Charlotte Observer* Newspaper- Matthews Alive! special section (Distribution Apprx. 100,000 readers).
- Company logo prominently displayed all print/TV/radio/web and all other PR/advertising.
- Sponsor logo prominently displayed on large banners in Stumptown Park.
- Banners with logo at entry areas into downtown Matthews three weeks in advance of festival.
- Recognition from stage (guaranteed minimum of six times per day).
- On stage presentation by company representative prior to headline performance each evening.
- A prominent booth (20 x 20 minimum) adjacent to entrance Main Stage area entrance, in the heart of the festival, to be used for promotion, marketing and giveaways (no promotion of third party products or services allowed).
- Banner (provided by Sponsor) at Sponsor location.
- A complementary branded Sponsor float to be a leading entry in Southeast’s Largest Labor Day Parade.
- Pre-Festival promotion at Company’s location providing cake for customer/staff and special giveaways.
- Invitation (8) to Sponsor VIP Reception.
- Weekend access to Sponsor Hospitality Tent (6).
- Souvenir festival lapel pin (4).
- VIP Parking Passes for festival (4).
- Matthews Alive tee shirts (6).
- ***First Right of Refusal next festival year.***

Additional Sponsor needs:

Sponsor will pay a sponsorship fee based on amount noted on Page 1 of agreement and provide the following services to the Festival:

- Sponsor website (for linking): _____
- Sponsor to provide high resolution company logo in .jpeg and .eps format by email to info@matthewsalive.org.

This agreement shall be for the current year term, commencing with Matthews Alive Festival 2013, and ending after Matthews Alive Festival 2013.

Please make checks payable to Matthews Alive Inc.

Mailed to: Matthews Alive! Festival
Attn: Sponsorship Director
PO Box 2578
Matthews, NC 28106

Sponsorship fees due by August 1, 2013.

I HEREBY ACKNOWLEDGE AND AGREE TO THE TERMS OF THIS AGREEMENT:

Sponsor signature: _____
Title _____ Date _____

Festival signature: _____
Title _____ Date _____