

21st ANNUAL POOLESVILLE DAY

2011 SPONSORSHIP OPPORTUNITIES

**Poolesville Day - Saturday, September 17, 2011
10:00 a.m. - 4:30 p.m.**

The Poolesville Day Committee, Inc. (PDC) is grateful for the support and donations of individuals and organizations to help ensure the tradition of Poolesville Day for generations!

Three sponsorship levels to choose from.
(Note: Banners will be hung by PDC in predetermined areas)

Gold Sponsorship - \$1,000

Includes:

- ◆ Two booth spaces (includes one-six foot table & two-chairs)
- ◆ Logo/name included in all print marketing (direct mail piece to local residents in August, local newspaper ads, festival sponsor banner)
- ◆ Logo, hypertext link included on official Poolesville Day website for one year
- ◆ Up to four banners (supplied by sponsor) displayed on-site



Silver Sponsorship - \$500

Includes:

- ◆ One booth space (includes one-six foot table & two chairs)
 - ◆ Recognition in all print material (direct mail piece to local residents in August, local newspaper ads, festival sponsor banner)
- ◆ Recognition on Poolesville Day website

Bronze Sponsorship - \$250

Includes:

- ◆ Recognition on Poolesville Day website
- ◆ Name on festival sponsor banner
- ◆ One banner (supplied by sponsor) to be displayed onsite



POOLESVILLE DAY

FACT SHEET

Poolesville Day is produced by the Poolesville Day Committee, Inc. (PDC) which is comprised of local residents and is held in September in Poolesville, Maryland each year.

This one-day, free event is a Poolesville tradition and this year it will be celebrating 21 years of community, fun and entertainment!

- ◆ Historically attracts 8,000-10,000 people from Poolesville and surrounding areas.
- ◆ September 17, 2011 – all day, free festival
- ◆ Montgomery County, Maryland
- ◆ Held in downtown Poolesville & Whalen Commons Park
- ◆ Marketing: print and electronic
- ◆ Activities include:
 - Town Parade with marching band
 - 5K Run
 - Children's activities: Moon bounce, pony rides
 - Exhibitor booths including arts and craft vendors and other businesses
 - Food and beverages
- Special Features:
 - Local musical performances
 - Skateboard park
 - Livestock display
 - Antique Auto/Motorcycle display and show
- ◆ Features an entire day of entertainment for children and adults



Demographics

- ◆ Median household income of \$102,476
- ◆ Population of 5,151

2011 SPONSORSHIP FORM

If you are interested in participating as a sponsor, please check off which type of sponsorship package you or your organization would like and fill out the additional information below (please print):

GOLD

SILVER

BRONZE

Name of Sponsoring Individual or Organization (this will be the name listed in advertising):

Contact Person: _____

Email: _____ **Website:** _____

Phone Number (Day/Evening): _____

Address (City, ST, Zip): _____

Payment: Amt: _____ Check #: _____ (Make checks payable to: Poolesville Day Committee, Inc.)

2011 POOLESVILLE DAY SPONSORSHIP AGREEMENT

By signing below, I as the representative for the person/group, hereby understand and agree to the following:

1. On behalf of myself and my group, I hereby waive any and all liability which may arise on the part of Poolesville Day and/or its Committee regarding a personal injury or damage to equipment occurring on Poolesville Day.
2. I understand that the Poolesville Day Committee, Inc. (PDC) has the final authority on participation, location and the types of acceptable food and activities. The Committee will do its best to duplicate correctly all participant information, but is not responsible for errors or omissions.
3. I consent to having my name given to all government organizations who request a list of vendors. Failure to consent means denial of my application.
4. I give permission to the PDC to use any photographs taken for marketing purposes.
5. Sponsor applications received by June 4th, will be included on main direct mail piece to be mailed to public in August.

GOLD & SILVER Sponsors:

1. I must supply banners to PDC to be displayed at predetermined festival sites one week prior to festival.
2. My sponsorship includes one or two free booths - If I am selling any type of food or beverage--even bottled water or prepackaged goods--I must have a permit from the Montgomery County Health Department (240-777-3986) and a covered area from which to prepare and serve food. Inspections will be given onsite by a Health Department representative. *I will provide a copy of the permit to the Poolesville Day Committee, Inc. prior to the date of the festival.*
3. I am responsible for collecting sales tax and filing any required documentation. State of Maryland (800) 492-1751.
4. If I am planning any type of raffle (selling chances at winning a prize), I must have a permit from the Montgomery County Department of Health and Human Services (240-777-3833).
5. I understand that I must sell *only those products or provide only those activities that I have listed on the application*. The refusal to do this could result in the Committee closing down my booth.
6. I understand that all exhibitors and vendors must remain set-up throughout the entire festival and may not leave early without prior permission from the Poolesville Day Committee Chairman Brice Halbrook or Event Manager Bridget Burke.

X _____
Signature

X _____
Print Name

Date

Please remit this page with payment and mail to: Poolesville Day, P.O. Box 4, Poolesville, MD 20837

Questions? Email: bricePDC@aol.com or poolesvilleday@yahoo.com
Phone: 301-349-2123 / Website: www.poolesvilleday.com