



MAY 30 – JUNE 2

**NEW LOCATION,
SAME GREAT FESTIVAL!**



**One of the
Largest
FREE Festivals
in Northern
Virginia**

Thursday, May 30
6pm - 10pm

Friday, May 31
5pm - 10pm

Saturday, June 1
10am - 11pm

Sunday, June 2
10am - 6pm
(10K/5K Races)

Where: NEW LOCATION THIS YEAR!
Intersection of Spring Street and Herndon Parkway

Admission: Still FREE!

herndonfestival.net • 703-435-6800 x2104



Keeping the tradition alive.

The Herndon Festival is one of the few major festivals in the Washington, DC metropolitan area that does not charge for admission or parking, making it an affordable outing for just about everyone. We offer two stages of nationally and regionally known entertainment, and creative hands-on art activities for children. We even offer a complimentary shuttle bus service to help people get to and from the Festival area.



Thank you for putting on this wonderful event!
It is what makes Herndon such a great place to live.

The Herndon Festival Mission

The Herndon Festival provides an opportunity for the Town of Herndon to promote and enhance our community, its quality of life, economic growth, diversity, and spirit, as a celebration with our citizens, businesses, and community organizations, through cultural, entertaining, social, sporting, and business activities.

The Herndon Festival is presented by a committee of Herndon residents, volunteers, and civic groups, which assists Parks & Recreation staff in the development and implementation of the entire event. Over 1,000 volunteer hours go into the Festival annually.

The Executive Committee provides support to the planning staff. The 2019 Executive Committee members are: Nicole Mitchell Conners, Mala Grover, Al Hobson, Bill Jonas, and Christie Vosseller.

The Herndon Festival seeks sponsors that reflect the purpose of the event and the values of the Town's community. The Herndon Festival shall not accept sponsorships which are inconsistent with the Town's adopted Core Ideology and Envisioned Future or discourage family participation in the town event or program.



It's great and I look forward to it every year!



2019 Herndon Festival Map

Why Should You Become a Sponsor?

The Herndon Festival offers an ideal opportunity for your company to participate in a proven, time-tested event that draws a highly identifiable group of people. Individual sponsorships will allow you to target your audience. In addition, this event helps others! Many of Herndon's community and nonprofit organizations participate in the Festival as their annual fundraiser.

We go every year and consider it our summer kick-off!



It is a family tradition. I attended as a child and now I bring my own children.



An Award Winner

The Herndon Festival was selected as a Southeast Tourism Society Top 20 Festival & Event winner for the month of June, 2017.

SPONSORSHIP OPPORTUNITIES

Sponsorships include the following opportunities:*

	TITLE SOLD \$15,000 & up	PLATINUM \$5,000 & up	GOLD \$4,000 & up	SILVER \$3,000 & up	BRONZE \$2,000 & up	COPPER \$1,000 & up	FRIEND \$500 & up
Brand integration in festival	✓						
Logo on specific stage and sponsor banners	✓	✓	✓				
Logo on sponsor banners	✓	✓	✓	✓	✓		
Name on sponsor banners						✓	✓
Social Media recognition	✓	✓	✓	✓	✓		
Guest emcee opportunities & stage announcements	✓	✓	✓				
Booth on Saturday and Sunday	✓	✓	✓				
Full page ad or two 1/2 page ads in official electronic brochure with link to your website	✓	✓					
1/2 page ad or two 1/4 page ads in the official electronic brochure with link to your website			✓				
1/2 page ad in official electronic brochure with link to your website				✓			
1/4 page ad in official electronic brochure with link to your website				✓	✓		
Logo on festival website, brochure, pocket guide, volunteer t-shirts, and Parks and Recreation Summer Program guide mailed in May to 33,000 households	✓	✓	✓	✓	✓		
Name on the festival website, brochure, pocket guide, and volunteer t-shirt					✓	✓	✓
Name in press releases	✓	✓	✓	✓	✓	✓	✓

*pending time of sponsorship commitment

I love the festival. Thank you for including both local entertainment and things my age group enjoys. Well done!



SPONSORSHIP OPPORTUNITIES

TITLE

Title Sponsor \$15,000 & up

SOLD

The Title Sponsor will have exclusive rights to the **highest level of sponsorship**. This company will receive a premier level of exposure. The benefits will be customized based on corporate objectives and will include **full integration into event branding**.

PLATINUM

Platinum Sponsorships \$5,000 & up

Choose one of the following:

- **Main Stage Sponsor** - Logo featured on one horizontal banner
- **Main Stage Headline Entertainer Sponsor** - Logo featured on two vertical banners
- **Parkway Stage Sponsor** - Logo featured on one horizontal banner
- **Parkway Stage Headline Entertainer Sponsor** - Logo featured on two vertical banners
- **Stage Exclusive** - Only one available on a first-come basis. Exclusive sponsorship of a Stage all four days with accompanying benefits. \$10,000.
- **Stage Naming Rights**

GOLD

Gold Sponsorships \$4,000 & up

Choose one of the following:

- **Street Banners** - Your logo featured on thirteen vertical street banners which are displayed on light poles along Elden Street beginning three weeks before the Festival.
- **Expo Plaza** - A 10'x20' prime location all four days for a sponsor to promote their business and interact with festival goers. Hours of operation depend on the location. A four-day booth is \$4,000 and a two-day booth is \$3,000.
- **Carnival** - Four days of exposure! Name/logo on banner at entrance to carnival, and signs posted inside carnival area. Opportunity for coupon distribution/ giveaways/presence.



Add-On Opportunities for Title, Platinum and Gold Sponsors

All are exclusive and available separately

- Logo on **staff t-shirt**. \$550
- Exposure on **4 x 6 sign boards** downtown Herndon for 21 days prior to the festival. \$1,000
- **30 second video** featured on Herndon Festival website. (provided by sponsor) \$1,000
- Have your logo placed on a **splash screen** when visitors access the Festival website. \$2,000

SOLD

SILVER

Silver Sponsorships \$3,000 & up

Choose one of the following:

- **Food Courts** - Your company will have their logo featured on the food court entrance banner. Opportunity for branding of this area can include company giveaways, raffles, or company mascot.
- **Herndon Festival Cups** - Official cups of the Festival. Logo featured prominently on thousands of 16 and 22 ounce cups.
- **Shuttle Bus Service** - Multiple buses follow a designated route throughout Herndon to provide a FREE ride to Festival goers. Sponsor's logo included on signage at bus stops during the event. Opportunity to distribute promotional materials or premiums in the buses.
- **10K/5K Races** - Logo printed on race t-shirts, race banner, and 1,000 race flyers. Booth at race (Sunday) with opportunity for sampling, product or literature distribution, recognition through printed materials. Other lower level race sponsorships available.
- **Festival Entrance** - Sponsor one of the three main entrances to the Festival. Includes a banner featuring your company logo and the opportunity to have your staff distribute agreed upon promotional materials at the one entrance you select.



If you don't see what you're looking for, contact us. We'll work with you to build a custom package to complement your corporate objectives.

SPONSORSHIP OPPORTUNITIES

BRONZE

Bronze Sponsorships \$2,000

Choose one of the following:

- **Children's Hands-On-Art Area** - Unique opportunity for children to participate in a variety of free hands-on art activities. Sponsorship includes logo on a highly visible banner, and provide volunteers in the Children's Hands-On Art Area. (4 available or 1 exclusive rights at Platinum level)
- **10K/5K Breakfast** - Logo included on 1,000 race flyers, race t-shirts, banner at race (Sunday).
- **Downtown Banners** - Your logo will be featured on a banner displayed two weeks before and during the Festival on a prominent building in historic downtown Herndon.
- **Kiss and Ride** - This is a popular spot in the new Herndon Festival layout. People will be able to see signs featuring your logo and message, as they drop off and pick up their friends and family. In addition, your staff can be at the closest entrance to hand out materials.
- **Prime Space** - on Sat. and Sun. 10 x 10 space to sample products. Limited spaces available.
- **Rain Ponchos or Umbrellas** - Help keep volunteers and staff dry through a storm. Your logo and the Herndon Festival logo will be placed on 500 ponchos pouches or 100 umbrellas.
- **Water Hydration Station** - Spread joy through water. Provide festival goers complimentary water to stay hydrated and healthy. There will be signs featuring your logo and message. You will be responsible for providing the water to refill bottles or you can provide filled plastic water bottles. You can add a booth space on Saturday and Sunday for an additional \$1,000.
- **W&OD Trail Signs** - Have your logo placed on 12 signs posted along the W&OD Trail between Reston and Sterling two weeks before the Festival.
- **Business Expo** - Two days of direct exposure to Festival attendees and potential customers with prime booth location in the Festival Business Expo. Opportunity for sampling, and product or literature distribution.

COPPER

Copper Sponsorships \$1,000 & up

Choose one of the following:

- **Bicycle Valet Service** - Festival goers who ride their bikes to the event will receive first class valet service. Sponsor this area and your logo will be featured on a highly visible banner and valet tags. Table at the Bike Valet is an additional \$500.
- **Recycling Centers** - "Go Green" and have your logo and customized message placed on signs at the multiple recycling centers throughout the Festival site.
- **10K/5K Race Supporter** - Booth at event (Sunday) with opportunity for sampling, product or literature distribution. Opportunity to provide printed materials or giveaway. Name on race t-shirts.

FRIEND

Friend of the Festival Sponsorships

Choose one of the following:

- **Children's Hands-On Art Area Workshop Sign at a Table** - \$500
- **Carnival Ride Sponsor** - \$500
- **Baby Changing Station** - \$500
- **A Shuttle Bus Stop Bench** - \$500
- **Mist Tent** - \$500



We recommend securing your sponsorship as soon as possible to ensure inclusion in marketing materials which are produced several months before the event.

Ask about Add-On Investments available for all Levels or A La Carte

- **10K/5K Race Bib** - exclusive coupon offering.
- **Mile Markers** - along the 10K/5K races.
- **Trash Receptacles** - your logo will be featured on numerous trash containers throughout the festival.
- **Demo Tent** - reserve a 10' x 20' space for a time slot of two hours or more.
- **Turf Sponsorship** - Your logo and message will be displayed on the stage seating area.
- **Shuttle Bus Rack Card** - have your logo placed on 3,000 shuttle bus rack cards that are displayed in our free shuttle buses and bus stops throughout Herndon; coupon opportunity.
- Bring a featured **visual artist** to the Festival - sponsor a sand sculptor, chalk artist, or other suggestions are welcome. Your logo on signage as the artist creates and displays their work.