



www.WesternDays.org 760-440-VCWD (8293)

2019 SPONSORSHIP LEVELS

TITLE SPONSOR \$10,000

As the Title Sponsor of Western Days you will receive the following benefits:

- Naming rights of broadcasting booth during the parade, with prominent banner placement and audio announcements
- Logo on all event advertising, including local newspapers (*Valley Roadrunner & Escondido Times-Advocate*) and social media recognition at event and in all media mentions as Title Sponsor
- Opportunity to provide sponsored content on WesternDays.org, VisitValleyCenter.com and ValleyCenter.com, including promotion on *Western Days* and *Visit Valley Center* Facebook, Twitter, and Instagram
- Full page ad in the May issue of Valley Center Magazine, Western Days Program (**15,000+ print**)
- Title Sponsorship banners with business name/logo walked at intervals throughout the parade, placed throughout Festival, and displayed at Chili cook-off and Carnival
- Opportunity to provide up to 5 banners for placement along the parade route and at other Western Days events (festival, chili cook-off, carnival, etc.)
- Kick off the parade - A ride in a parade convertible for company executives, employees, or brand ambassadors
- Prominent logo placement on six dignitary convertibles at the front of the Parade
- 10 tickets to Chili Cook-off & 10 tickets to Rotary Pancake Breakfast

PRESENTING SPONSOR \$5,000

- Logo on all event advertising, including local newspapers (*Valley Roadrunner & Escondido Times-Advocate*) and social media recognition at event and in all media mentions as Presenting Sponsor
- Recognition at event (Festival/Parade) and in all media mentions as Presenting Sponsor
- Opportunity to provide sponsored content on WesternDays.org, VisitValleyCenter.com and ValleyCenter.com, including promotion on *Western Days* and *Visit Valley Center* Facebook, Twitter, and Instagram
- Half page ad in the May issue of Valley Center Magazine, Western Days Program (**15,000 print**)
- Opportunity to provide up to 3 banners for placement along the parade route and/or festival
- A ride in a Parade convertible for company executives, employees, or brand ambassadors
- Logo placement on six dignitary convertibles at the front of the Parade

FESTIVAL ENTERTAINMENT SPONSOR \$2,500

- Banner placement throughout entertainment area at festival
- Recognition at event and in all media mentions as Entertainment Sponsor
- Sponsorship listed in the May issue of Valley Center Magazine, Western Days Program (**15,000+ print**)

FESTIVAL MAIN STAGE SPONSOR \$2,500

- Banner placement on main stage and throughout entertainment area at festival
- Recognition at event and in all media mentions as Main Stage Sponsor
- Sponsorship listed in the May issue of Valley Center Magazine, Western Days Program (**15,000+ print**)

FUN ZONE SPONSOR \$2,500

- Banner placement throughout FUN ZONE area at festival
- Recognition at event and in all media mentions as FUN ZONE Sponsor
- Sponsorship listed in the May issue of Valley Center Magazine, Western Days Program (**15,000+ print**)

SUPPORTING SPONSOR \$1,000

- Recognition at event (parade and/or festival) and in all media mentions as Supporting Sponsor
- Sponsorship listed in the May issue of Valley Center Magazine, Western Days Program (**15,000+ print**)
- Opportunity to provide up to 3 banners for placement along the parade route and/or festival and listed on social and print media.

FESTIVAL GATE SPONSOR \$500-\$999

- Banner placement at Festival gate entrances

COMMUNITY SPONSORS \$50 - \$499

You will receive the undying gratitude of your community for contributing to the community, grass roots effort at producing the parade, festival, and other events throughout the week. Your name will be listed in the community sponsors list on social and print media.

Valley Center Western Days

SPONSORSHIP

www.WesternDays.org
May 2019

CHOOSE YOUR SPONSOR LEVEL

- \$10,000 WESTERN DAYS TITLE SPONSOR
- \$5,000 FESTIVAL PRESENTING SPONSOR
- \$5,000 PARADE PRESENTING SPONSOR
- \$2,500 FESTIVAL ENTERTAINMENT SPONSOR
- \$2,500 FESTIVAL MAIN STAGE SPONSOR
- \$2,500 FESTIVAL FUN ZONE SPONSOR
- \$1,000 PARADE SUPPORTING SPONSOR
- \$1,000 FESTIVAL SUPPORTING SPONSOR
- \$500-\$999 FESTIVAL GATE SPONSOR
- \$50-\$499 COMMUNITY SUPPORT SPONSOR

HOW TO SUBMIT YOUR SPONSORSHIP FORM

BY EMAIL (CREDIT CARD ONLY)

Sponsor@WesternDays.org

BY FAX (CREDIT CARD ONLY)

760-749-2221

BY MAIL

Valley Center Western Days

PO BOX 1781

Valley Center, CA 92082

IN PERSON

Edward Jones

28477 Lizard Rock Road, Suite 100

Valley Roadrunner

9115 Valley Center Road, Suite L

BILLING & CONTACT INFORMATION

COMPANY/ORGANIZATION		
CONTACT NAME		
MAILING ADDRESS		
CITY	STATE	ZIP CODE
PHONE	ALT. PHONE	
E-MAIL	URL	

PAYMENT METHOD

Check# _____ or Enter Credit Card Information:

CREDIT CARD NUMBER	EXP. /	SECURITY CODE
BILLING STREET	BILLING ZIP CODE	

Please make checks payable to: **VALLEY CENTER WESTERN DAYS**

All donations/sponsorships are tax deductible.

On behalf of Western Days and the entire community, we thank you for your support!

QUESTIONS?

Faith Much, Sponsorship Chair Sponsor@WesternDays.org
760.440.VCWD (8293)

NEW FESTIVAL LOCATION

Valley Center Elementary School
28751 Cole Grade Rd, Valley Center

Visit
VALLEY CENTER
VISITORS & INFORMATION CENTER
www.VisitValleyCenter.com