



EST.  1934

*West Tennessee*  
**STRAWBERRY  
FESTIVAL**  
*sponsorship kit*

BOYS & GIRLS CLUB  
OF HUMBOLDT

SHORTCAKE  
IN THE PARK



Tyson  
Humboldt, Tn





## Sponsorship Packages 2021-2022

Sponsorship Benefit: Sponsorship is critical to hosting high-quality events and helping the West Tennessee community thrive.	\$500 Friend of The Festival	\$1,000 Berry Level	\$1,500 Corporate Level	\$2,750 Silver Level	\$5,000 Gold Level	\$11,000 Platinum Level	\$15,000 Title Sponsor (1 available)
Festival Booklet Ad	x	x	x	x	x	x	x
Flag flown April and May	x	x	x	x	x	x	x
Company name listed on Festival Website Sponsor Page	x	x	x	x	x	x	x
Official West TN Strawberry Festival Sponsorship Decal for business window display	x	x	x	x	x	x	x
Free Grand Floats Parade Registration	x	x	x	x	x	x	x
Recognition at Opening Celebration		x	x	x	x	x	x
Press Release announcing sponsors		x	x	x	x	x	x
Social Media Recognition		x	x	x	x	x	x
Ticket Package			x	x	x	x	x
Digital Logo Recognition (LED SIGN): Business listing for Corporate, logos for Silver and above, commercial spots for gold and above.			x	x	x	x	x
Official Festival Marketing Rights			x	x	x	x	x
Official Festival Float Sponsorship			x	x	x	x	x
Prayer Breakfast Recognition				x	x	x	x
Custom designed promotional flag displayed at all entertainment events				x	x	x	x
Name listed in the Governor's Luncheon Program				x	x	x	x
Company logo and direct business link on Festival Website Homepage				x	x	x	x
Individually Designed Social Media Ads				x	x	x	x
Name or logo included on all traditional media (television and radio)					x	x	x
Logo included on all event publications (poster, booklet, magazine)						x	x
Logo printed on any Official 84th West TN Strawberry Festival Themed T-shirts						x	x
<b>**BENEFITS of Parade Airings**</b>						x	x
Branding Rights							x
Specially designed promo item with business Logo included on it							x
Naming Rights (1) and Associated Benefits							x
Press Release announcing Naming Rights							x

# Sponsorship Benefits Description Page

## Festival Booklet Ad

In 2021 a new piece of advertising was introduced. A souvenir booklet was created to blend our sponsor ads with all the important festival information a visitor might need to make the most of their week in Humboldt. We printed 7,000 of these for the 83rd WTSF and made them FREE at various locations around Humboldt. A map, coupons, concessions ads - were just a few things we included in this colorful and informational booklet. Last year's booklet is included in your packet for reference on sizes etc.

Title Sponsor: Full Page Color (front inside cover of booklet) + additional full color page advertising grand floats parade sponsorship + Full color page in official magazine

Platinum Sponsor: Full Page Color (5.5 x 8.5)

Gold Sponsor: Half Page Color (4.25 x 8.5)

Silver Sponsor: 1/3 Page Color (2.5 x 5.5)

Corporate Sponsor: 1/3 Page Black and White (2.5 x 5.5)

Berry Sponsor: Quarter Color (2.75 x 4.25)

Friend of the Festival: Quarter Black and White (2.75 x 4.25)

\*If you wish to upgrade your ad size, please indicate that on the sponsor form (page 9). You are responsible for the cost difference in the ad sizes.

## Festival Flag

During the months of April and

May flags are flown on the light poles down Main Street and 22nd

Avenue with your business name listed. Approximately 5,000 people travel on Main Street each day and 6,200 people on 22nd Avenue. If you are a sponsor of the West Tennessee Strawberry

Festival and space allows, your flag will be on Main Street beginning with the highest level sponsors closest to the review stand. Friend of the Festival - Gold Level sponsors receive (1) flag, Platinum and Title receives (2) flags.



## Listed on Festival website sponsor page

A page on our website specifically designed to showcase our sponsors that make the festival happen. Our festival page is visited thousands of times throughout the festival months.

## West Tennessee Strawberry Festival Sponsorship decal for window display

Our re-branding of the festival provides you with a great opportunity to proudly display your involvement in the festival at your place of business.

## Free Grand Floats Parade Registration

Business can register a float or a car in the Grand Floats Parade free of charge. You must go to the website and fill out a registration form beginning in January and they must be turned in to the Humboldt Chamber office. Placement in parade is based on when you get the form in to us.

## Recognition at Opening Celebration

Businesses in the Berry Level sponsorship and higher will be recognized during the thank you portion of our Opening Celebration. This is the main kick off to festival week with a major fireworks show at the end.

## Press Release Announcing Sponsors

A press release announcing the sponsors of the 83rd Annual West Tennessee Strawberry Festival will be sent to the following media sources: WBBJ TV, WNBJ NBC 39, Fox Jackson, 101.5, Forever Communications, Thomas Media, Victory 93.7, Good News 99.9, the Jackson Sun and the Humboldt Chronicle.

## Social Media Recognition

Sponsored posts will be designed using your business name (Berry & Corporate levels) or your company logo (Silver level and up) to highlight your partnership in the 83rd West Tennessee Strawberry Festival.

**IN 2021, THESE POSTS REACHED MORE THAN 34,000 PEOPLE!**

## Ticket Package

Tickets, vouchers and wristbands will be given free of charge to the following levels with the event and amount given listed:

**Corporate:** 2 Tickets Prayer Breakfast, 2 Tickets Governor's Luncheon

**Silver:** 3 Tickets Prayer Breakfast, 1 Taste of the Festival Promotional Package, 3 Tickets Governor's Luncheon (reserved seating at the Governor's Luncheon), 6 wristbands for admission to VIP tent at Thursday night's concert.

**Gold:** 4 Tickets Prayer Breakfast, 1 Taste of the Festival Promotional Package, 4 Tickets Governor's Luncheon (reserved seating at the Governor's Luncheon), 10 vouchers to carnival and discount for additional voucher purchase, 10 wristbands for admission to VIP tent at Thursday night's concert.

**Platinum:** 6 Tickets Prayer Breakfast, 2 Taste of the Festival Promotional Packages, 5 Tickets Governor's Luncheon (reserved seating at the Governor's Luncheon), 20 vouchers to carnival and discount for additional voucher purchase, 15 wristbands for admission to VIP tent at Thursday night's concert, Official Festival Swag Box and 5 complementary registrations for 5k/10k road race.

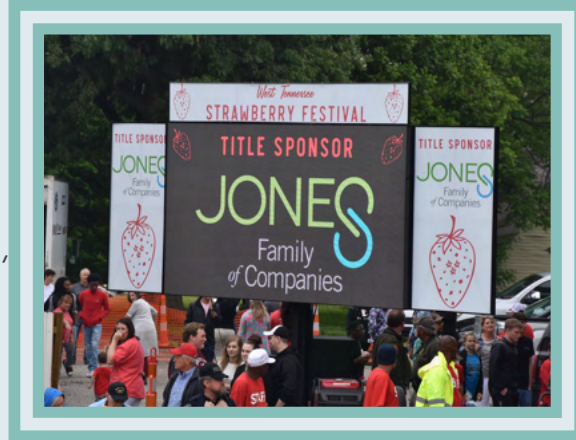
**Title:** 6 Tickets Prayer Breakfast, 6 Tickets

Governor's Luncheon (reserved seating at the Governor's Luncheon), 2 Taste of the Festival Promotional Packages, 25 vouchers to carnival and discount for additional voucher purchase, 20 wristbands for admission to VIP tent at Thursday night's concert, Official Festival Swag Box and 6 complementary registrations for 5k/10k road race.



## Digital Logo Recognition

17'x10 LED screen - This eye-catching sign features festival ads and announcements as well as business names, logos and commercial spots. This sign will be located throughout the City of Humboldt during the week of Festival where there is high-traffic interest. Specific event placement: Opening Celebration, all Entertainment Events, and the Review Stand. Business name listing beginning at the Corporate level, shared logo screen listing at the Silver level, dedicated logo screen at the Gold, Platinum and Title levels. Gold, Platinum and Title levels also have the opportunity to run commercial spots.



## Official Festival Marketing Rights

In 2018 our re-branding presented the opportunity for instant recognition. Beginning at the Corporate level, a brand package consisting of (1) Official Festival Logo will be sent for your business's use in advertising their partnership with the Festival for the 83rd West Tennessee Strawberry Festival. Use this in any digital format you would like.



## Official Festival Float Sponsorship

The Festival has five professionally designed floats in the Junior Floats Parade and the Grand Floats Parade with our royalty girls riding on them. On the back of the floats, we list our Silver sponsors and higher in the following way: Silver level sponsors will be listed in set of three or more depending on how many we receive. Gold and Platinum sponsors will be listed in sets of two, Title Sponsor will be listed alone.

## Recognition at the Prayer Breakfast

In 2019 our Prayer Breakfast drew a crowd of 170+ people who gathered for a time of Prayer and fellowship to kick-off our week. On site signage will feature your business's logo.



## Custom designed promotional flag displayed at all entertainment events

The West Tennessee Strawberry Festival strives to provide a fun, family atmosphere. We schedule entertainment for Wednesday, Thursday, and Friday nights. Your sponsorship includes a custom designed flag with your official logo on it displayed prominently on Main Street as well as at Opening Celebration.



## Name Listed in the Governor's Luncheon Program

The Governor's Luncheon is an event that typically has around 350 people annually. It includes some of Tennessee's most distinguished individuals. The Governor is always the guest speaker if he is available during the festival week. If he is not, someone from the Capitol will stand in his place. This is a wonderful event to mingle and meet some of the politicians making policy in our great state.

## Company Logo and direct business link on Festival website homepage

The Festival website has been redesigned to be user friendly, inviting, and more representative of the Festival as a whole. Your company logo with a direct link to your homepage will be featured on the Festival homepage. Our website is visited by thousands during the months leading up to the first full week of May!

## Individually Designed Social Media Ads

Timeline posts as well as sponsored postings announcing your partnership with the Festival will be created and run on all of our platforms.



IN 2021 THESE ADS REACHED MORE THAN 30,000 PEOPLE



## Social Media Recognition

Custom ads such as, Snapchat filters, Facebook and Instagram ads and newsletter banner ad. We will utilize the Festival branding in these ads along with your company logo or information.



**IN 2021 THESE ADS GENERATED MORE THAN 57,000 REACHES WITH MORE THAN 11,000 WEBSITE CLICKS.**

## Logo included on event publications: posters, souvenir booklets, magazine

Our professionally designed and printed Festival marketing materials make it in the hands of more than 10,000 people. Your company logo will be included on all of those publications.

## Name or Logo included on all traditional media

(digital ads, television, radio, print and billboards)

The West Tennessee Strawberry Festival is committed to highlighting our generous sponsors wherever possible, making your sponsorship dollars increase in value. Television commercials are produced with footage from previous years' Festivals and shown from the beginning of April through festival week approximately 100 times on WBBJ and more than 210 times on WNBX 39. Your company logo will be shown and announced as a sponsor.

## Logo printed on any official West Tennessee Strawberry Festival themed t-shirts

Each year, we design Festival t-shirts that are given away at both Opening Celebration and our 5k/10k events, your logo will be shown on the back in some format.



**MORE THAN 500 SHIRTS WERE GIVEN AWAY IN 2021  
FEATURING OUR TITLE SPONSOR!**

## Grand Floats Parade Broadcast

We partner with WNBJ 39, the NBC and CW affiliate in Jackson, to shoot and produce our Grand Floats Parade. This professional production is aired more than 10 times during the months of May and June and is also featured on YouTube for unlimited viewing. Our sponsors at the Platinum and Title levels received special commercial time in addition to their highlights of being a Festival Sponsor multiple times during each of the broadcasts. In 2021 this also included an additional 100 commercial spots advertising the broadcast times and highlighting our Title, Platinum and Gold Sponsors.

## Marketing Rights

In 2018 the Festival went through an extensive branding campaign.

This never-before project provided us with the most up-to-date marketing materials and brand portfolio. Your business will be given access to our files to use at your discretion to help promote your involvement with the Festival. Take advantage of our instant brand recognition in your publications, social media channels and promotional items.

*West Tennessee*

# STRAWBERRY FESTIVAL

A HUMBOLDT TRADITION

EST. 1934



WEST TENNESSEE  
STRAWBERRY  
FESTIVAL



## Promotional Items

Promotional items will be designed featuring your business logo with the Festival brand. These can be used as handouts during the Grand Floats Parade or at your discretion during the week of the Festival.



## Naming Rights (1) and Associated Benefits

For 82 years the Grand Floats Parade has been the feature event of a week's worth of entertainment. This one event draws the largest single crowd of all Festival events combined. With a Title Sponsorship, you will be given the naming rights to the Grand Floats Parade (ex: "The West Tennessee Strawberry Festival Grand Floats Parade Presented by XYZ Company"). This tag will be used on all pre-event and on site advertising material. During the Grand Floats Parade, your company will be invited to walk the parade route with a banner highlighting your partnership with the Festival.



# 84th West Tennessee Strawberry Festival Sponsorship Form

YES, WE WANT TO BE INVOLVED.

Title Sponsor (\$15,000) \*secured for 2022

Platinum Sponsor (\$11,000)

Gold Sponsor (\$5,000)

Silver Sponsor (\$2,750)

Corporate Sponsor (\$1,500)

Berry Sponsor (\$1,000)

Friend of the Festival (\$500)

I would like to change my ad size from \_\_\_\_\_ to \_\_\_\_\_  
and understand the costs associated. See ad size included in sponsorship on page

---

ASIDE FROM SPONSORSHIPS, YOU ALSO HAVE THE OPPORTUNITY TO SPONSOR SPECIFIC PARTS OR EVENTS WITHIN THE FESTIVAL AND RECIEVE ALL OF THE ASSOCIATED BENEFITS. PLEASE REFER TO PAGES 11-13 FOR A LIST OF THESE. PRIORITY IS GIVEN TO FULL FESTIVAL SPONSORS FIRST.

Yes, I would like to sponsor the following event(s) or item(S): \_\_\_\_\_  
\_\_\_\_\_ For the following amount: \_\_\_\_\_

---

IN AN EFFORT TO HELP US WITH PLANNING, PLEASE RETURN THIS FORM TO BETH CULPEPPER NO LATER THAN DECEMBER 17,2021. SPONSORSHIPS WILL BE INVOICED BEGINNING JANUARY 2022

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Contact person for sponsorship: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

PLEASE SEND INVOICE

CHECK ENCLOSED

PAY WITH CREDIT CARD OR PAYPAL  
(WE WILL EMAIL YOU INSTRUCTIONS AND A LINK  
ONCE WE RECEIVE THIS FORM)

Contact and Return to: Beth Culpepper, Events Coordinator | 1200 Main Street | Humboldt, TN 38343  
PH: 731.784.1842 | beth@humboldtchamber.com | festival@humboldtchamber.com



# 84th West Tennessee Strawberry Festival Advertising Form

**\*USE THIS FORM ONLY IF YOU ARE PLACING AN AD OR DOING A FLAG SPONSORSHIP**

1/6 Page Black & White Ad (2.75 x 2.80)	\$150.00	<input type="checkbox"/>
1/4 Page Color Ad (2.75 x 4.25)	\$200.00	<input type="checkbox"/>
1/3 Page Black & White Ad (2.5 x 5.5)	\$250.00	<input type="checkbox"/>
1/3 Page Color Ad (2.5 x 5.5)	\$325.00	<input type="checkbox"/>
1/2 Page Color Ad (4.25 x 5.5)	\$400.00	<input type="checkbox"/>
Full Page Black & White Ad (5.5 x 8.5)	\$475.00	<input type="checkbox"/>
Full Page Color Ad (5.5 x 8.5)	\$575.00	<input type="checkbox"/>
Flag Sponsorship	\$225.00	<input type="checkbox"/>

**OUR SOUVENIR BOOKLET SIZE IS 5.5 INCH X 8.5 INCH SO OUR SPECS ARE BASED OFF OF THOSE DIMENSIONS.**

**All ads can include a photo**

New Ad:

Same Ad as Last Year:

---

**IN AN EFFORT TO HELP US WITH PLANNING, PLEASE RETURN THIS FORM TO BETH CULPEPPER NO LATER THAN DECEMBER 17, 2021. SPONSORSHIPS WILL BE INVOICED BEGINNING JANUARY 2022**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Contact person for Ad: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

**PLEASE SEND INVOICE**

**CHECK ENCLOSED**

**PAY WITH CREDIT CARD OR PAYPAL**  
(WE WILL EMAIL YOU INSTRUCTIONS AND A LINK  
ONCE WE RECEIVE THIS FORM)

Your ad from last year is enclosed. Please make changes, if needed, and email new **\*camera ready artwork no later than January 17, 2022** to [beth@humboldtchamber.com](mailto:beth@humboldtchamber.com) Please indicate the name of your ad in the subject line of your email.

\*Camera ready artwork should be considered high resolution pdf, an Adobe Photoshop pdf with layers, or an Adobe Illustrator ai or eps file with all typed changed to curves. If artwork is NOT camera ready, you may have an additional charge at the printer's discretion.

Contact and Return to: **Beth Culpepper, Events Coordinator** | 1200 Main Street | Humboldt, TN 38343  
PH: 731.784.1842 | [beth@humboldtchamber.com](mailto:beth@humboldtchamber.com) | [festival@humboldtchamber.com](mailto:festival@humboldtchamber.com)



## Event and Item Sponsorships

For each opportunity below (unless otherwise indicated) there is only One (1) available sponsorship.

These are first come first serve based on paperwork being on file.

Priority is given first to overall Festival Sponsors.



### Selfies in the Mini Park (\$125.00)

Six (6) Available - Your sponsorship includes your name, business name, or logo on a custom printed sponsor sign that will be placed around the backdrop during Festival week. This new feature spot provides Festival goers a free selfie in the park opportunity. In 2019 our advertising of this "Spot" reached more than 10,000 people, not to mention those that posted their selfies using our hashtags!

### 5k/10k Info Tents (\$100.00)

Six (6) Available - Does your business provide a unique product or service relevant to athletes or weekend warriors? Come set up an informational table on Saturday and be on hand for our more than 225 participants in the 5K/10K race. You must provide your own tent or table, spots will be marked prior to set up. Each available spot will be 10x10 in size.

### VIP Experience (\$250.00)

One (1) Available - in 2019 a new "experience" was featured during Festival week. Custom branded inflatable furniture was used in two social media giveaways. We held a "Caption This Picture" contest that generated more than 15,000 people reached. As the sponsor of this experience your business logo will be featured in the advertising of this giveaway as well as on-site signage.

### Reviewing Stand Hospitality (\$650.00)

One (1) Available - The Grand Floats Parade by name is our "GRAND" event and why we are here to begin with. City, County, and State dignitaries along with all of our royalty and special guests view the parade from this location. This provides your business an opportunity to be seen during this event. As the hospitality sponsor, your company logo will be featured at the entrance to the review stand and on all food tables. Custom printed koozies with your company logo, will also be used for all beverages served. Four individuals from your business will be allowed access to the hospitality suite to mingle and enjoy the parade.



## Pageant Trophies (\$500.00 Territorial \$250.00 Hostess)

One (1) Available for Territorial pageants, One (1) Available for Hostess pageants - Each year we host six beauty pageants during the week of Festival, over 175 girls from around West Tennessee qualify to compete for one of our coveted crowns. This award sponsorship includes your business's name on our trophies or awards given in four Territorial and two Hostess revues, program recognition, and onstage recognition multiple times throughout the evenings of the pageants.

## Shortcake in the Park with the Boys and Girls Club Chef's Club (\$650.00)

One (1) Available - This fun event partners your business with our Boys and Girls Club Chef's Club members to serve FREE Strawberry Shortcake on Wednesday night of Festival week. Your business's support will be advertised through event signage, branding and print and social media campaigns. The business needs to be prepared to provide five volunteers, at minimum, the night of the event to help serve the dessert.



Our vision for this event is to partner a local business with the Boys and Girls Club to make a lasting impression on their collaboration together. We would like to see the business get involved with the club in the strawberry shortcake making process by working with the kids to make and prepare all of the parts to the dessert. This will need to be coordinated with the club director prior to Festival week. We hope this highlights in a small way, all the amazing work happening at our Boys and Girls Club!

### **Fireworks Show (\$1,500.00)**

One (1) Available - On Monday night we officially kick-off our week with a fun event packed with free activities, food and a professional fireworks show. This high energy show puts an exclamation point on our evening. Take advantage of this family event by positioning your business in front of the more than 1,000 attendees! Your business will be featured as the sponsor to this show, using pre-event advertising (ex. "The West Tennessee Strawberry Festival Fireworks Extravaganza Presented by XYZ Company") as well as on site recognition during the activity portion of the evening and again during our "Thank You" time before the show begins.

Your company presence is also welcome during the activity portion, a tent to hand out promotional material etc is available to you (workers and materials must be provided by business).

### **Entertainment Sponsor (\$1,000.00)**

One (1) Available - Want to hang out with 1000+ potential customers or employees? Our street concert on Thursday night and concert during the BBQ Cookoff on Friday night bring fun and entertaining bands to play for a free event open to the public. Last year's band from Thursday night, Party Planet from Memphis, brought their version of Motown, Hip Hop, Soul and R&B to Main Street for a high energy show. The Johnny Mac Band performed for a much-anticipated second year in a row on Friday night for the BBQ Cookoff crowd! As the official Entertainment Sponsor for these concerts your business will be highlighted through our print, radio, and social media campaigns as well as event signage and stage recognition the night of.





## social media

36% GROWTH FOR 2021

1,700



13,773



### 82nd WTSF Social Media Campaign



26,027 TOTAL REACHES



576,900 TOTAL REACHES

8,241 AVG NUMBER OF  
REACHES PER POST

- More than 6000 souvenir booklets handed out with business and sponsor ads
- 14 Events with Free Admission

2021 FAST FACTS



LEARN MORE AT [STRAWBERRYFESTIVALTN.COM](http://STRAWBERRYFESTIVALTN.COM)