



## 2024 Generalissimo Lauren Ysusi

There are 9 days in October when Independence sheds its ordinary, yet wonderful small-town demeanor and turns into a place where lifetime memories are made. However the ground-work commences well in advance. Neewollah would not be possible without the support of volunteers and the incredible generosity from our sponsors. I believe Neewollah is about creating memories with family and friends, while embracing that sweet, nostalgic feeling from our childhood. "Treating Every Day Like Neewollah" embodies the sense of community pride and excitement that comes with the largest annual festival in Kansas.

It is an honor to be your 2024 Generalissimo and I want to express my gratitude for your kind consideration in supporting Neewollah either as a sponsor or volunteer. I would also like to say thank you for maintaining the integrity of this celebration and for embracing our encouragement to **Treat Every Day Like Neewollah!**

### FAQs

**Q: Does Neewollah create ads or logos?**

**A: No, you will need to email us a horizontal ad or logo file as a pdf or ai with all text converted to outlines at actual size. We can recommend a local graphic artist if needed.**

**Q: Can I park anywhere downtown if I am a Silver, Gold or Platinum level sponsor with my designated parking stall?**

**A: We will have space in the municipal parking lot on North 6th Street reserved for Wednesday-Friday after 5:00 pm and all day Saturday, Oct. 26th. The lot will be first come, first served and you will receive 1 parking pass.**

**Q: Does Neewollah provide a truck and driver for the Grand Parade if I want to pull a Neewollah float?**

**A: No, you will provide the truck with appropriate hitch and any graphics for advertising and a licensed driver. The Grand Parade committee will assign you a float to pull. You will be notified about a week before on further details.**

**Q: Can I be a Corporate Sponsor and donate to the Queen Neelah Pageant?**

**A: Yes! There are several ways you can support Neewollah and we will make sure you get all the appropriate recognition. You can choose to do one or all! (Corporate Sponsor; Advertisement in the Program Book; Queens Monetary or Gift Donation)**

**Q: How do I get my carnival wristbands and tickets to the events?**

**A: The sponsorship committee will contact you prior to opening day of headquarters to see what events you would like tickets for. We will put everything together including vouchers for wristbands, program book, etc. and deliver it to you before Neewollah begins!**



Queen Kylee and Her Court



# CORPORATE SPONSOR LEVELS

- All sponsorship levels include your logo on the official Neewollah website, in the program book and on signage at events and headquarters.
- The size of your logo will depend on the sponsorship level.

*Additional benefits of sponsorship levels are highlighted below.*



## Platinum (\$5,000+)

Size A ad in program book - Logo in media ads - Opportunity to pull a float in Grand Parade - Exclusive reception at headquarters prior to opening day - Recognition in media & live-streamed events - Logo in brochures - Logo on promotional t-shirts - Logo on all event tickets - (15) Tickets to musical & or queens - (1) Program Book & Button - (6) Carnival wristbands - (1) Designated parking stall week of Neewollah



## Gold (\$3,000 - \$4,999)

Size B ad in program book - Logo in media ads - Opportunity to pull a float in Grand Parade - Exclusive reception at headquarters prior to opening day - Recognition in media & live-streamed events - Logo in brochures - Logo on promotional t-shirts - (1) Program Book & Button - (12) Tickets to musical & or queens - (5) Carnival wristbands - (1) Designated parking stall week of Neewollah



## Silver (\$1,500 - \$2,999)

Logo in media ads - Opportunity to pull a float in the Grand Parade - Exclusive reception at headquarters prior to opening day - Recognition in media & live-streamed events - Logo in brochures - (1) Program Book & Button - (10) Tickets to musical & or queens - (4) Carnival wristbands - (1) Designated parking stall week of Neewollah



## Bronze (\$1,000 - \$1,499)

Recognition in media & live-streamed events - Logo in brochures - Opportunity to pull a float in the Grand Parade - (6) Tickets to musical & or queens - (3) Carnival wristbands - (1) Program Book & Button - (1) Designated parking stall week of Neewollah



## Orange (\$500 - \$999)

Logo in media ads - Logo in brochures - (4) Tickets to musical & queens - Opportunity to pull a float in the Grand Parade - (2) Carnival wristbands - (1) Program Book & Button - (1) Neewollah Mug



## Purple (\$250 - \$499)

Opportunity to pull a float in the Grand Parade - (1) Carnival wristband - (1) Neewollah Mug - (1) Program Book & Button



## Polka Dot (\$150 - \$249)

Opportunity to pull a float in the Grand Parade - (1) Neewollah Mug - (1) Program Book & Button

Neewollah, Inc. is a 501(c)(6) organization. Contributions are not deductible as charitable contributions, but may be deductible as a trade or business expense.

**If you have any questions, please contact any of these Sponsorship Committee members:**

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