



MAY 7-8, 2022
PARTNERSHIP OPPORTUNITIES

- www.meadoweventpark.com/virginia-farm-festival/
- www.facebook.com/VirginiaFarmFestival

EVENT OVERVIEW

- ✓ The two-day Virginia Farm Festival is a family-friendly event at The Meadow Event Park that will ***celebrate agriculture by showcasing the spring traditions of planting crops, large interactive farm equipment displays and will bring Virginian's together through food, health, entertainment and celebration.*** Consider this event the "opening" act for the main State Fair in September!
- ✓ The event is staged at the expansive Meadow Event Park which allows ample room for parking, comfortable guest flow, and social distancing. Projected attendance for 2022 is over 6,000.
- ✓ Target Audience: Families seeking entertainment and engaging educational opportunities in Virginia agriculture, its importance to the Commonwealth, as well as its' many benefits health and wellness.
- ✓ Marketing: Digital marketing plan that will reach thru social media channels. Focus on females ages 25-54, female heads of household and driver (literal and figuratively) of weekend events and activities. Plan will include a mix of traditional platforms with presence online and social platforms including local influencers.
- ✓ Sponsorship opportunities range from \$300 to \$5,000 in the areas of entertainment, commercial space, and educational engagement.



Sponsorship Options for the Virginia Farm Festival

- ✓ **Hand Sanitizer Stand Signage Sponsor** (5 stands) - \$300**
- ✓ **Kids Tractor Tire Mountain Play area Sponsor** - \$500
 - ✓ 10' x 10' display, One (1) sign in sponsored area, eight (8) tickets for the weekend
- ✓ **Goat Mountain Sponsorship** - \$500
 - ✓ 10' x 10' display, One (1) sign in sponsored area, eight (8) tickets for the weekend
- ✓ **Garden Area Sponsorship** - \$750
 - ✓ 10' x 10' display, One (1) sign in sponsored area, twelve (12) tickets for the weekend
- ✓ **Culinary Demonstration Area Sponsorship** - \$1,000
 - ✓ 10' x 10' display, One (1) sign in sponsored area, verbal mentions during demonstrations, name/logo on maps, name/logo on website, sixteen (16) tickets for the weekend
- ✓ **Music Stage Sponsorship** - \$1,000
 - ✓ 10' x 10' display, One (1) sign in sponsored area, verbal mentions during performances, name/logo on maps, name/logo on website, sixteen (16) tickets for the weekend
- ✓ **Pony Rides area Sponsorship** - \$1,000
 - ✓ 10' x 10' display, Branded signage near riding area, name/logo on maps, name/logo on website, sixteen (16) tickets for the weekend
- ✓ **Artisan, FLEA & Farmers Market Area Sponsorship** - \$1,250
 - ✓ Branded signage near area, One (1) 10 x 10 display near the entrance of the sponsored area for the weekend, Twenty (20) worker tickets for each day of the event, Name/logo recognition on all maps, Name/logo on website
- ✓ **Agricultural Education Area Sponsorship** - \$1,500
 - ✓ Branded signage near area, One (1) 10 x 10 display near the entrance of the sponsored area for the weekend, Twenty (20) tickets for the event, Name/logo recognition on all maps, Name/logo on website.
- ✓ **Branded Flower Seed Packets** (handed out to guests) - \$1,500
 - ✓ Name/logo branding on 3,500 flower seed packets that would be handed out during the event by MEP Staff, Ten (10) tickets to the event, Name/logo on website
- ✓ **Ready, Set, Grow Agricultural Magic Show** - \$2,500
 - ✓ Branded signage near area, One (1) 10 x 10 display for the weekend, Thirty (30) tickets for the event, Verbal mentions during each show, Name/logo recognition on all maps, Name/logo on website.
- ✓ **Young MacDonald's Barn Animals** (*live farm animal interaction*) - \$2,500
 - ✓ Branded signage near entrance areas (2), One (1) 10 x 10 display for the weekend, Thirty (30) tickets for the event, Name/logo recognition on all maps, Name/logo on website.
- ✓ **Presenting Sponsor of Virginia Farm Festival** - \$5,000
 - ✓ Company name/logo on all materials and advertising, signage, 20' x 30' display, Fifty (50) tickets to the event, social media inclusion, name/logo recognition on all maps, name/logo on website.



For more information, or to setup a meeting to discuss a custom tailored sponsorship package, please contact: Kent Winter, Manager of Sponsorships & Commercial Sales, Meadow Event Park, (804) 994-2830, kwinter@meadoweventpark.com