



2023 Event Sponsorship Guide

The Broadway Hometown Partnership (BHP) is pleased to present the 2023 Event Sponsorship Opportunities Guide. This document outlines the sponsorship and advertising opportunities available for Broadway community events.

Since 2001, BHP has made significant changes in the community where we work, play and live. As a Main Street Organization, BHP is a 501c(3) nonprofit association focused on three primary components to create a better community for both residents and businesses: physical beautification, culture and events, and economic revitalization.

Sponsorship of BHP-led events increases your visibility, markets your business, and promotes your commitment to the Broadway community. Your company's brand is included in event marketing materials and social media to help you receive valuable public recognition. We are happy to guide you through the opportunities that reach your target audience and align with your marketing budget. For further information on the BHP's event sponsorship opportunities, please contact Cari Orebaugh.

Thank you for your interest and support. Together, we help our community thrive.

Sincerely,

Cari Orebaugh

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2023 Sponsored Events

April 1 · The Great Easter Egg Hunt · Heritage Park

April 29* · Gary E. Post Kids Fishing Day · Heritage Park

June 9 · Movie Night · Heritage Park **Presenting Sponsor SOLD**

~~July 8 · Red, White & Brew · Heritage Park **SOLD OUT**~~

September 9 · Autumn Festival & Antique Car Show · Main Street

September 15 · Movie Night · Heritage Park

September 30 · Oktoberfest · Heritage Park

October 26 · Hometown Halloweenfest · Town Hall Park & Main Street

November 29 · Hometown Holiday Event & Tree Lighting · Heritage Park

December 15-17 · Home Decorating Contest · Townwide

**May 6 · Rain Date, Gary E. Post Kids Fishing Day · Heritage Park*

Event Sponsorship Levels

Gold Event Sponsor • \$500

- Exclusive listing for marketing materials, website, and social media
- Display space for one banner and company promotional products (sponsor provides) at event
- Company logo displayed on yard sign at event
- Complimentary adult admission for 4 to ticketed events
- Exclusive acknowledgement on BHP social media leading up to event (3,200+ followers)

Silver Event Sponsor • \$250

- Logo inclusion on marketing materials, website and social media
- Company logo displayed on yard sign at event
- Complimentary adult admission for 2 to ticketed events
- Acknowledgement on BHP social media leading up to event (3,200+ followers)

Community Sponsor • \$100

- Business name listed on all marketing materials, website and social media
- Acknowledgement on BHP social media leading up to event (3,200+ followers)

Movie Night Sponsorship Levels

Presenting Sponsor • \$500

- Exclusive listing for marketing materials, website, and social media
- Display space for one banner and company promotional products (sponsor provides) at event
- Company logo displayed on yard sign at event
- Exclusive acknowledgement on BHP social media leading up to event (3,200+ followers)

Refreshment Sponsor • \$250

- Logo inclusion on marketing materials, website and social media
- Company logo displayed on yard sign at event
- Acknowledgement on BHP social media leading up to event (2,800+ followers)

Broadway Hometown PARTNERSHIP

2023 Sponsorship Form

Name: _____

Business: _____

Address: _____

Contact Phone Number: _____

Email: _____

Social Media Account(s): _____

Sponsorship Total Amount: \$ _____

Logo Submitted: _____

Sponsorship(s) (circle):

Great Easter Egg Hunt

Gary E. Post Kids Fishing Day

June Movie Night **Presenting Sponsor SOLD**

~~Red, White & Brew~~ **SOLD OUT**

Autumn Festival & Antique Car Show

September Movie Night

Oktoberfest

Hometown Halloweenfest

Hometown Holiday Event & Tree Lighting

Home Decorating Contest

Please detach this page, complete the above information and send to:

BHP Sponsorship Team · P.O. Box 185, Broadway, VA 22815 or
info@broadwayhometownpartnership.org.

Submit high-res logo files to info@broadwayhometownpartnership.org.