



2024 Event Sponsorship Guide

The Broadway Hometown Partnership (BHP) is pleased to present the 2024 Event Sponsorship Opportunities Guide. This document outlines the sponsorship and advertising opportunities available for BHP community events.

Since 2001, BHP has made significant changes in the community where we live, work and play. 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 Nancy Morales or Eugene Bare.

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

Sincerely,

Nancy Morales

Eugene Bare

Executive Director

President, Board of Directors

info@broadwayhometownpartnership.org

www.broadwayhometownpartnership.org |

Facebook: @BroadwayHometownPartnership



Broadway Hometown PARTNERSHIP

2024 Sponsored Events

April 27, 2024 (May 4th rain day) · Gary E. Post Kids Fishing Day · Heritage Park

July 6, 2024 · Red, White & Brew · Heritage Park

September 28, 2024 · Broadway Oktoberfest · Heritage Park

***New* BHP and Local Businesses Community Impact Scholarship (ongoing)**

BHP is excited to announce a partnership initiative with local businesses where two Broadway High School seniors will be awarded a scholarship. Should your business want more information, or to make a donation, contact BHP at info@broadwayhometownpartnership.org.

Event Sponsorship Levels

Custom-Platinum Event Sponsor

- Personalized message during the event announced by MC or others over the sound system.
- Co-branding on WHSV-TV, Radio or Cable TV advertising for sponsorships over \$1,000. Chosen media will be based on sponsorship amount. (Example \$1000 may include 20 commercials vs. a \$2000 sponsorship would include 40 commercials.)
- Co-branding on event marketing via, BHP website, and social media.
- Display space for one banner and company promotional products (sponsor provides) at the event.
- Company logo displayed on yard sign at event.
- Complimentary adult admission for 4, to ticketed event.
- Exclusive acknowledgement on BHP social media leading up to event (2,200+ followers).

Gold Event Sponsor • \$500 | 4 Available Per Event

- Co-branding on event marketing via, BHP 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 event.
- Exclusive acknowledgement on BHP social media leading up to event (2,200+ followers).

Silver Event Sponsor • \$250 | 8 Available Per Event

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

Community Sponsor • \$100 | 10 Available Per Event

- Business name listed on all marketing materials, website, and social media.
- Acknowledgement on BHP social media leading up to event (2,200+ followers)

***New* BHP and Local Businesses
Community Impact Scholarship**



2024 Sponsorship Form

Name: _____

Business: _____

Address: _____

Contact Phone Number: _____

Email: _____

Social Media Account(s): _____

Sponsorship Total Amount: \$ _____

Sponsorship(s) (circle):

Gary E. Post Kids Fishing Day

Red, White &
Brew

Broadway Oktoberfest

New BHP and Local Businesses Community
Impact Scholarship

Please detach this page, complete the above information, and sent to:
BHP Sponsorship Team · P.O. Box 185, Broadway, VA 22815 or
info@broadwayhometownpartnership.org.

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

