



## Sponsorship Agreement BeachFest Matthews 2016

This agreement made and entered into this 1st day of January 2016, by and between the **Town of Matthews** herein after referred to as "**Festival**" and \_\_\_\_\_ herein after referred to as "**Sponsor**".

### Type of Sponsorship: Exhibitor/Display

*The Sponsor will receive the following benefits in exchange for the sponsorship fee:*

- Recognition as Exhibitor/Display sponsor.
- Company name and logo on festival web page with link to your site.
- 10' x 10' booth space on Sponsor Row for promotion, data collection, lead generation, interactive activities.
- Sponsor name will be displayed on stage-side banners.
- The Sponsor has full merchandising privileges to promote the Festival in the marketplace. The festival logo maybe incorporated on all materials by the Sponsor.
- Sponsor will be a part of printed materials including festival posters, flyers.
- Sponsor will receive recognition in announcement form from the main entertainment stage.

Additional Sponsor Needs:

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*Sponsor will pay a sponsorship fee of \$750, and provide the following services to the Festival:*

- Staff an interactive promotional exhibit for the duration of the festival, and promote the event to clients, mailing lists, etc.
- Bring tent and display pieces needed for exhibit. (Tables, chairs, electric, and a light will be provided by Festival.)
- Briefly describe your exhibit activities: \_\_\_\_\_

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\_\_\_\_\_ Sponsor Initial  
 \_\_\_\_\_ Festival Initial

This agreement shall be for the 2016 year term, for one year, one event weekend.

Sponsorship fees due by March 31, 2016. Please make checks payable to the Town of Matthews.

Mailed to: Town of Matthews Parks & Recreation/BeachFest  
Matthews Community Center  
Attn: Lee Anne Moore  
100 McDowell Street  
Matthews, NC 28105

UNDERSIGNED ACKNOWLEDGES AND AGREES TO THE TERMS OF THIS CONTRACT:

Sponsor Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

Organization:

Address:

Address:

Attn:

Phone:

Email:

Festival Printed Name: Lee Anne Moore

Signature: \_\_\_\_\_

Title: Special Events Manager Date:

Town of Matthews  
Parks, Recreation, & Cultural Resources Dept  
100 McDowell Street  
Matthews, NC 28105  
704-708-1261  
lamoore@matthewsnc.gov





*8th Annual*  
**BeachFest Matthews QUICK FACTS**

**Friday May 13<sup>th</sup> 6pm – 10pm**  
**Saturday May 14<sup>th</sup> 10am – 10pm**

**Downtown Matthews, NC**  
**In & around Stumptown Park (120 South Trade Street)**

**Bringing the BEACH and BOARDWALK to Matthews!**

- ***Incredible 2016 Lineup of Carolina Beach Music Bands***  
*Gary Lowder & Smokin' Hot, The Tams, The Tommy Black Band, Steve Owens & Summertime, and Carolina Soul!*
- ***Shag Dancing***
- ***Rides & Amusements***
- ***Children's Inflatable Village***
- ***Boardwalk Food Vendors***
- ***Commercial Exhibitors***
- ***Matthews Chamber Arts & Crafts***
- ***Children's Beachy Crafts by Community School of the Arts***
- ***Returning in 2016: The Cruisin' Car Show!***

- ***Important Exhibitor/Sponsor Details:***



*The festival continues to become a destination for everyone that enjoys good music, family fun, and a relaxed atmosphere close to home.*



*We look forward to nearly 15,000 attendees at BeachFest this year – that's nearly 15,000 potential customers for our partners!*



*Our advertising will again include the Matthews-Mint Hill Weekly, WBTV, radio partner 107.9 The Link, as well as our valuable Charlotte Observer CLT, and online presence.*



*Exhibitor spaces offer the opportunity for you to interact one-on-one with potential clients. Distribute promotional information, samples, or coupons. Use signage and banners to promote your community messages. We can tailor your Exhibitor package to meet your marketing goals and objectives!*

- ***“Come put your toes in the sand at BeachFest Matthews 2016!”***

