



Platinum Sponsorship 2021

Being a Platinum Sponsor of the Heart of Virginia Festival (HoVF) provides a great advertising opportunity for select local businesses. This highest level of sponsorship enables you to reach and market to a large and diverse segment of the Southside Virginia population. The HoVF will be printing a brochure that will contain information about the festival and feature our sponsors. The brochure will be freely available at prominent business locations in the Farmville area at least two weeks before the festival begins and at the festival. Please contact a Heart of Virginia Festival board member for more information. The HoVF is a 501c4 non-profit organization.

Platinum sponsors • \$5,000 or more

As a platinum sponsor your company presence will be felt throughout the festival.

- Sponsor logo and company name will have top billing on all official HoVF printed materials (including ads) and will be placed on all HoVF social media accounts (Website, Facebook page, etc.).
- Sponsor information will be featured and boosted on social media leading up to and the day of the Festival.
- Sponsor will receive a full page space for advertising in the HoVF Brochure.*
- Sponsor logo in all Farmville Herald advertising for the HoVF.
- Sponsor mentioned on HoVF radio spots.
- Two 15'x15' spaces (or one double space) at the festival for promoting your business which includes promotional items to give to visitors of the HoVF.
- Opportunity to provide sponsor-branded merchandise for use in gift bags for judges, runners, crafters, artists, MCs, entertainers, and classic car cruise-in participants.
- Opportunity to place a company banner at a prominent location of the Festival (i.e. the Festival Information Booth) in consultation with the HoVF Board.

So that we can show the maximum amount of gratitude for your generosity, the HoVF will need sponsor ads, logos, and other promotional items for the brochure by **August 1, 2021.*

Ads should be saved as .PDFs or correctly-sized .JPGs (please, no Word or Powerpoint files). For questions about files, contact name@place.ext

No time to design an ad? No problem! For an additional \$50 tacked onto your sponsorship, HoVF will design an ad for you to be placed into the brochure with your approval.