

HoVF25 Sponsorship Information



The **Heart** of
Virginia
Festival
since 1978



Become a sponsor & help us to continue a 47-year-long tradition that strengthens our community, here in the heart of Virginia!

HOVF25 Sponsorship Opportunities

The Heart of Virginia Festival is a 501c 4 non-profit organization. All sponsor names & in-kind sponsors will appear on the Festival official website www.heartofvirginia.org & the Festival's social media. For information about sponsorships, contact heartofva78@gmail.com.

Individual: \$100

- Name will appear in Festival Brochure
- > May be "In Memory of" or "In Honor of" other individuals instead

Supporting: \$250

- **Ad*** in Festival Brochure at 1/8-page
- Promotion on Festival website & social media accounts

Festival: \$500

- **Ad*** in Festival Brochure at 1/4-page
- Promotion on Festival website & social media accounts
- **Logo on Festival 5K/10K t-shirt**
- **May use a 15'x15' space at the Festival to self-promote**



Various activities & stages are available for sponsorship to both Activity & Stage Sponsors to choose to support, such as:

- Music stages
- The craft show
- Children's activities
- Friday night events & more!

For a complete list, contact:
heartofva78@gmail.com



Activity: \$1,000

- **Ad*** in Festival Brochure at 1/2-page
- Promotion on Festival website & social media accounts
- Logo on Festival 5K/10K t-shirt
- May use a 15'x15' space at the Festival to self-promote
- **Logo on Festival website & social media accounts**
- **Logo next to activity location in Festival Brochure map**
- **May display banner at sponsored activity and/or may distribute promotional items to any Festival visitors; banner & promotional items provided by sponsor**

Stage: \$2,500

- **Ad*** in Festival Brochure at 1/2-page
- Promotion on Festival website & social media accounts
- Logo on Festival 5K/10K t-shirt
- May use a 15'x15' space at the Festival to self-promote
- Logo on Festival website & social media accounts
- Logo next to stage location in Festival Brochure map
- **May display banner at sponsored stage and/or may distribute promotional items to any Festival visitors; banner & promotional items provided by sponsor**
- **Lawn signs featuring logo & appreciation for sponsorship**
- **Radio spots provided by Festival**
- **Microphoned shout-outs during sponsored stage events**

Presenting: up to \$5,000

- **Ad*** in Festival Brochure at **full-page**
- Promotion on Festival website & social media accounts
- Logo on Festival 5K/10K t-shirt
- Option for a 15'x15' space at the Festival to self-promote
- Logo on Festival website & social media accounts
- Logo next to stage location in Festival Brochure map
- May display banner at sponsored stage and/or may distribute promotional items to any Festival visitors; banner & promotional items provided by sponsor
- Lawn signs featuring logo & appreciation for sponsorship
- Radio spots provided by Festival
- Microphoned shout-outs during sponsored stage events
- **Logo & company name will have top billing on all official printed materials (including any & all ads) for the Festival & will be featured on Festival website & social media**
- **Information will be featured on social media in the days leading up to & the day of the Festival**
- **Mentioned & tagged in Festival social media account posts**
- **Logo more prominently displayed on Festival 5K/10K t-shirt**
- **Option for an additional 15'x15' space at the Festival to self-promote; spaces may be connected to or disconnected from each other**
- **May display banner at a prominent location of the Festival (e.g., the Festival Information Booth) after consultation with the Festival Board**

*Ad Information

In order for us to show the maximum amount of gratitude to sponsors & their generosity, ads must be approved by the sponsor & submitted to the Festival no later than **August 1, 2025**.

Ads must be saved as correctly-sized, 300ppi, maximum-quality JPGs or PNGs. See Ad Spec Sheet.

For questions about files, contact hire.james.early@gmail.com.

No ad? No problem! Supporting Sponsors & upward have the option to request that the Festival create an ad for them (used only with approval from the sponsor) for the low price of **\$50 added to sponsorship**.

This additional donation goes towards helping the Festival even more than your original sponsorship amount!