

Festival of the Nations at the Tennessee State Fair

Sponsorship Opportunities for Saturday, September 12, 2009

Largest International Cultural & Music Festival in the Region !!!

(Expecting over 30,000 people in attendance)

\$10,000 Title Sponsor of the Festival of the Nations – no more than one Title Sponsor will be designated.

- Logo dominance on TV spots as Title Sponsor
- 20 radio mentions as Title Sponsor on 94FM The Fish and secondary radio
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- 10 x 10 booth space inside the International Street Market with the Festival of the Nations
- 10 x 10 booth space in the Family Fun Zone of the Tennessee State Fair for all 10 days if desired
- Prominent logo placement on all Festival of the Nations printed materials:
 - Event posters
 - Event postcards
 - Event tickets (if applicable and printing deadlines are met)
 - Cultural schedule of events program as Title Sponsor
- Unlimited banner placement in designated entrance, staging and high traffic areas of both Festival of Nations and fairgrounds perimeter (sponsor provides all signage)
- Hotlink from www.tennesseestatefair.org and www.festivalofthenations.net website (which receives between 7,400 and 11,400 hits per day during the Month of September)
- 20 PA announcements over of the Tennessee State Fair PA system driving fair-goers to the festival in addition to the festival specific attendees



\$5,000 Presenting Sponsor of the Festival of the Nations – no more than six Presenting Sponsorships will be designated.

- Receives 10 x 10 booth space inside the International Street Market with the Festival of Nations
- Receives 10 x 10 booth space in the Family Fun Zone of the Tennessee State Fair for all 10 days if desired
- Receives prominent logo placement on all Festival of the Nations printed materials:
 - Event posters
 - Event postcards
 - Event tickets (if applicable and printing deadlines are met)
 - Cultural program schedule of events
- Receives prominent 3 x 5-8-10 foot banner placement in designated, high traffic and entrance areas of both Festival of Nations and fairgrounds perimeter (sponsor provides all signage)
- Hotlink from www.tennesseeestatefair.org and www.festivalofthenations.net website (which receives between 7,400 and 11,400 hits per day during the Month of September)
- 10 PA announcements over of the Tennessee State Fair PA system driving fair-goers to the festival in addition to the festival specific attendees
- 4 Taggable radio spots on 94FM The Fish
- Logo inclusion on TV spots where applicable



\$2,500 Event Sponsor of the Festival of the Nations – no more than twelve Event Sponsorships will be designated

- 10 x 10 booth space inside the International Street Market with the Festival of the Nations
- Business name/logo placement on all Festival of the Nations printed materials:
 - Event posters
 - Event postcards
 - Cultural program schedule of events
- 2, 3 x 5-8-10 foot banner placement in designated, high traffic and entrance areas of both Festival of Nations and fairgrounds perimeter (sponsor provides all signage)
- Business name mention on www.tennesseeestatefair.org and www.festivalofthenations.net website (receives between 7,400 and 11,400 hits per day during the Month of September)
- 4 PA announcements over of the Tennessee State Fair PA system driving fair-goers to the festival in addition to the festival specific attendees
- 2 Taggable radio mentions on 94FM The Fish



\$1,000 Supporting Sponsor of the Festival of the Nations – no more than twenty-four Event Sponsorships will be designated

- 10 x 10 booth space inside the International Street Market with the Festival of the Nations
- Business name/logo placement on all Festival of the Nations printed materials
 - Event posters, postcards, Cultural program schedule of events
- Cultural program schedule of events recognition
- 2, 3 x 5-8-10 foot banner placement in designated, high traffic areas of Festival of the Nations (sponsor provides all signage)
- Business name mention on www.tennesseeestatefair.org and www.festivalofthenations.net website (receives between 7,400 and 11,400 hits per day during the Month of September)



\$500 Village Sponsor of the Festival of the Nations – unlimited

- 10 x 10 booth space inside the International Street Market with the Festival of the Nations
- Business name placement on Festival of the Nations program schedule of events
- Cultural program schedule of events recognition
- Business name mention on www.festivalofthenations.net website

***** 1 (8ft) table and 2 chairs will be provided at no charge to sponsors only**

SETUP: Saturday, September 12 • 8 AM – 10:30 AM only

- * Entrance to Set-up at Craighead Ave (Gate 6) only. * All vendors must be set-up by 10:30 AM on Saturday morning.
- * Check in for The International Street Market is located on Festival of the Nations Info Tent.
- * After unloading, vehicles must park in designated areas only.

BREAK-DOWN:

- * Booths, tents, etc. may not be disassembled **until 8 PM Saturday.** * Exhibit spaces must be left free of litter.
- * Vendors must exit grounds using Gate 6

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Sponsor Application:

Contact Person(s) _____
Email _____ Website _____

Business Phone _____ Business Fax _____
Cellular Phone _____

Company Name: _____

Address: _____

Company Product / Services:

Sponsorship Level: Title (\$10,000) Presenting (\$5,000) Event (\$2,500)
 Supporting (\$1000) Village (\$500)

Mark here if you need electricity (no extra charge for sponsors)

Mark here if you are recruiting for job or career opportunities

Money order Check: Amount _____

*Referred by: _____ (print) Contact # _____

*If you were referred by a community group/person, please designate that organization/person on the referral line above so that they can be credited.

Upon receipt of your commitment, a receipt for the amount specified will be sent to you.

We, the undersigned, do hereby apply for the sponsorship of Festival of the Nations at the State Fair 2009. We understand this application becomes a binding agreement between the Sponsor and Event organizers, Festival of the Nations, TN State Fair, 94 FM The Fish. Cancellations, in whole or part, must be made in writing and are subject to the cancellation fees and policy included above. NO exhibitor is allowed to participate unless the exhibitor has completed this contract and submitted payments before the day of the event.

Signature: _____ Date: _____

Printed Name: _____ Title: _____

Please make check payable to: Festival of the Nations

Mail with application to Attention:

Festival of the Nations
5670 Granny White Pike
Brentwood, TN 37027

Fax signed copy to (615) 371-8433 or via e-mail to jonathan.camcam@everynation.org
We will confirm receipt of your agreement. Please call Jonathan Camcam with any questions
(615) 668-0708.